

E&P

January 25, 1975

Fifty cents

# Editor & Publisher

® THE FOURTH ESTATE

## INAE Issue

Best retail  
ads of 1974  
win NoRMAs

Media ad sales  
bureaus fight  
over retail ads

CAMs discuss new  
buying services  
with ad agents

## THE CHRONICLE MEANS THE WEST



NEWSPAPER

SECOND CLASS P.O. ENTRY

3-28-70  
SERIALS DEPT.  
XEROX-UNIVERSITY MICROFILMS  
300 ... ZEEB RD.  
ANN ARBOR, MI 48106  
COMP

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## Editorial Gumption:

*Elgin Daily Courier-News hits pension liquidation scheme, benefits pensioners locally, throughout U. S.*

It was unusual: a \$12 million excess in the employee pension fund of the old Elgin National Watch Co. Now new management planned to liquidate the fund. But former employees were outraged at the share offered them.

The Elgin (Ill.) Daily Courier-News tied into the story with some 1500 column inches of words and pictures, over a span of eight months. Result: intense attention from the company, the U.S. Congress and readers.

In the end some 1000 pensioners won more than twice what was first offered. And new measures were added to the U.S. legislation on pension-plan reform.

It seems to us the editorial gumption of the Courier-News has served pensioners both in its own community and throughout the nation.



*Mrs. Helen Nufer of Elgin, one of those who energized pensioners to protest liquidation scheme of their pension fund.*

---

Copley Newspapers

# Katharyn Duff catches the spirit of the Big Country.

Abilene is in the Big Country, that part of Texas  
where the hills kneel down into mesas and man-made lakes  
suck in their shorelines while they wait for rain.

Although industry is gaining importance in the region's oil-and-cattle economy,  
it is the cowboy's image that hangs on.

The Big Country's openness is matched only by the spirit of its people.  
They may take their news with a grain of salt, but they prefer it with a touch of humor.  
And the talents of Katharyn Duff are especially to their liking.

Katharyn takes the pulse of this 20-county area each day and reports it  
in her "Page One" column in *The Abilene Reporter-News*.  
Tongue in cheek, heart in hand, Katharyn searches out memorable people  
and tells their stories on the lean side of emotion.

It is what her audience wants.

As an assistant editor, Katharyn also comes down hard on the news side.  
She won a Thomas L. Stokes Award for a series on conservation of natural resources –  
proving that women can compete in a man's world. And her beat includes  
politics and political conventions from the local to the national level.

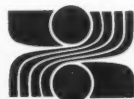
Whatever her subject, Katharyn's readers are fairly certain it is fairly reported.  
It keeps them coming back for more.

And this is what it's all about at Harte-Hanks.

Our product is information. Tailoring it to the informational needs  
of our subscribers makes sense to them – and to us.



Katharyn



HARTE-HANKS NEWSPAPERS, INC. NATIONWIDE  
P.O. Box 269, SAN ANTONIO, TEXAS 78291

In these times of high costs it's good to know ...

# ACB's Checking Proof Service still costs less— costs less than doing it yourself!

ACB's Checking Proof Service is still a SAVINGS TO PUBLISHERS—not an extra expense. (Some papers say it would cost them two to four times as much to do it themselves!)

The reasons? HIDDEN COSTS—all the people and paperwork complexities that add up to a lot more than just "tear sheets." No wonder virtually all U.S. dailies prefer the economy of ACB Checking Service. Consider . . .

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So ACB saves you overhead, time, energy and money—in record-keeping, collecting pages, handling requests, typing, mailing, postage, and all the detail of it.

ACB is able to do all this for you at lower cost because of our related services which have been developed and sold to manufacturers and agencies. Services such as Newspaper Advertising Research and Cooperative Advertising Administration—all of tremendous value to the newspaper industry.

It's good to remember that our old news is still the best news about the cost of checking proof service.



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Call your nearest ACB office—353 Park Avenue South, **New York**, New York 10010, Phone 212/685-7300 • 434 South Wabash Avenue, **Chicago**, Illinois 60605, Phone 312/922-2841 • 941 North High Street, **Columbus**, Ohio 43201, Phone 614/294-4761 • 52 South Second Street, **Memphis**, Tennessee 38103, Phone 901/526-3281 • 20 Jones Street, **San Francisco**, California 94102, Phone 415/626-6546

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### EDITOR & PUBLISHER CALENDAR

#### JANUARY

- 27-31—KNIT Seminar, EDP and the Systems Approach to Problem Solving and Decision Making, Miami, Fla.
- 30—Feb. 1—Tennessee Press Assn. Winter Convention and UT-TPA Press Institute, Hilton Airport Inn, Nashville, Tenn.
- 31—Feb. 2—Ohio News Photographers Assn. Education Seminar, Stouffer's Cincinnati Inn, Cincinnati, Ohio.

#### FEBRUARY

- 2-8—Suburban Newspapers of America Mid-Winter Meeting, Boca Raton Hotel, Boca Raton, Fla.
- 2-14—American Press Institute Circulation Managers Seminar, Reston, Va.
- 3-16—Washington Journalism Center Conference, National Health Insurance: Boon or Boondoggle?, Washington, D.C.
- 5-8—87th annual California Newspaper Publishers Association convention, San Francisco Hilton Hotel.
- 6-7—Southern Newspaper Publishers Association Management Workshop, Atlanta, Ga.
- 8-9—Southern Classified Advertising Managers Telephone Sales School, Hyatt Regency Convention Hotel, Knoxville, Tenn.
- 9-12—Southern Classified Advertising Managers Annual Business Conference, Hyatt Regency Convention Hotel, Knoxville, Tenn.
- 10-14—Knight-Ridder Newspapers Institute of Training Seminar, Effective Human Relations, Miami, Fla.
- 13-15—Ohio Newspaper Association Annual Convention, Sheraton-Columbus Motor Hotel, Columbus, Ohio.
- 13-15—Oklahoma Press Assn. Mid-Winter Convention, Lincoln Plaza Inn, Oklahoma City, Okla.
- 16-18—Texas Daily Newspaper Association, 54th Annual Meeting, Fort Worth Hilton Inn, Fort Worth, Tex.
- 16-18—American Press Institute Publishers, Editors and Chief News Executives Seminar (for newspapers under 50,000 circulation), Reston, Va.
- 16-19—SNPA Foundation Seminar, The Future of Public Schools, Duke U., Durham, N.C.
- 20-22—Northwest Daily Press Assn. Annual Meeting, St. Paul Hilton, St. Paul, Minn.
- 20-22—Georgia Press Assn. Press Institute, Georgia Center for Continuing Education, Athens, Ga.
- 21-23—Mississippi Valley Classified Advertising Managers Annual Meeting, Pick-Congress Hotel, Chicago, Ill.
- 21-23—National Classified Telephone Supervisors Annual Clinic, Pick-Congress Hotel, Chicago, Ill.
- 21-23—[MORE] First West Coast Counter Convention, Sheraton Palace Hotel, San Francisco, Cal.
- 21-23—New York Press Association Annual Mid-Winter Convention, The Americana, Albany, N.Y.
- 21-23—Southern Newspaper Publishers Association Board of Directors and Standing Committees Mid-Winter Meeting, Marco Beach Hotel, Marco Island, Fla.
- 24-26—Knight-Ridder Newspapers Institute of Training Seminar, Advanced Orientation for Executive Secretaries and Administrative Assistants, Miami, Fla.
- 26-28—Suburban Newspapers of America Advertising Seminar, Hyatt Regency O'Hare, Chicago, Ill.
- 27-March 1—Alabama Press Assn. Winter Convention, Kahler Plaza, Birmingham, Ala.
- 27-March 1—South Carolina Press Assn. 100th Anniversary Meeting, Mills Hyatt House, Charleston, S.C.
- 28-March 1—Louisiana Press Assn.-Mississippi Press Assn. Joint Legal Clinic, Lake Charles, La.
- 28—March 2—Maryland-Delaware-D.C. Press Assn. Winter Convention, Sheraton Silver Spring, Md.

#### MARCH

- 1-4—Inland Daily Press Assn. Spring Meeting, Fairmont Hotel, Atlanta, Ga.
- 2-8—ANPA/INPA Marketing Seminar, Harrison Inn, Southbury, Conn.
- 2-14—American Press Institute Editorial Page Editors and Writers Seminar, Reston, Va.
- 17-19—Inter American Press Association, mid-year board of directors, Camine Real Hotel, San Salvador, El Salvador.
- 21-23—Midwest Circulation Management Association, Cosmopolitan Hotel, Denver, Colo.

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EDITOR & PUBLISHER for January 25, 1975



# The Bulletin has Philadelphia wrapped up.



It takes only *one* newspaper to do the job when that one's The Bulletin. You reach more readers with more of everything than the Morning Inquirer and the tabloid Daily News combined.

181,000 *more* unduplicated readers.

92,000 *more* adults with \$15,000+ incomes

— all the best prospects for autos, liquor, travel and the trademarks of the good life.

All this and the lowest unduplicated CPM too!

\$5.78 against \$8.09 cpm for the Inquirer/News combo for those extra 25% Bulletin households enjoying \$15,000+ incomes...and so it goes in most categories.

Read "Philadelphia: Measure of a Market" the independent Belden Study registered for ARF open audit plan — and see for yourself. We'll send you a copy free — because the more you know the better we look.

## The Bulletin...No Combination Can Beat It.

MEMBER MILLION MARKET NEWSPAPERS, INC.



## TELL YOUR CUSTOMERS TO PLACE THEIR ADS SOMEWHERE ELSE.

An unusual marketing theory on the surface, but when the somewhere else is a Lester A. Stone scrapbook, it can add up to a substantial sales increase.

Because when you present someone with one of our scrapbooks, you're giving him a very effective way to record his advertising campaigns and plan new ones.

Take a minute to show him how to use it; how to note sales results in the margins and show him how to record color and preprint inserts.

A simple enough process.

But you know, during all the time we Stones have been selling scrapbooks, we've found that the best way to get someone to take more ads is to ask him to put his ads somewhere else.

**LS** LESTER A. STONE, INC.

P.O. Box 590, Holyoke, Mass. 01040

TEL: (413) 532-7207

## CATCH-lines

By Lenora Williamson

**ALL THE NEWS THAT'S FIT TO EAT**—Right there in the "Off the record" column of the *Detroit News* is a report that the Associated Press office got a request from the news director of a Mt. Pleasant radio station asking for a resend of the day's weather forecast. AP asked why, and the news director said he'd rather not say—but if they had to know, "Well, my disc jockey ate the first one."

Further explanation revealed that the DJ was making a ham sandwich while talking on the air and didn't notice he had slapped the weather in with the bread, mustard, and ham. The *News* head for the paragraph: "Forecast: dyspepsia."

**CRIME PREVENTION TAKES A HOLIDAY**—In the UPI London bureau, a deskman telephoned Scotland Yard one Friday evening to query a story. The Yard's press man responded, "Sorry, all our crime prevention people have gone home for the weekend. Please call back Monday."

**DON'T SAY YOU WEREN'T TOLD** well in advance—mark the news calendar. UPI's Rome bureau mail last week included one of those tracts from Australia warning that Armageddon will be from May 15 to July 23 this year.

**NIGHT LINE**—Lawton, Oklahoma readers of Bill Crawford's column in the *Morning Press* evidently consider him a reliable source of information around the clock. He gets frequent late night calls at home, and the topper came only last Thursday at 12:35 a.m. A frantic voice demanded, "You Know Tom Snyder, the 'Tomorrow Show'—I must call him now. Will he answer my call?" Bill told the woman that the show was taped in New York and that an operator, not Snyder, would answer her call. Then, naturally, he asked the caller what was the matter. Replied the lady, "I'm sick, sick, sick of his questions: I'm about to throw up." When Bill inquired what was on the show, she explained, "Sex, sex, sex. He's asking all those questions but not the one I want asked. He makes me sick . . ." Our hero suggested the caller turn off the television and go to bed. Then, hanging up the phone, he hopped out of bed and turned on the set to catch the last 20 minutes of Snyder's sexology show. "Interesting discussion," critiqued the Lawton entertainment and fine arts editor.

**THE NAME AT THE GAME**—Bob Collins, *Indianapolis Star* sports editor and "Lighter Side" columnist confesses he's spent a lifetime trying to overcome his inability to remember names and tried all the gimmicks; none work. He realized the case was hopeless during the Super Bowl a few years back when a man, whose faced looked familiar, stopped to talk. Collins was getting no place trying to attach a name to the face when the loudspeaker boomed, "Telephone for Bob Collins." He turned and raced to the desk, but the fellow arrived at the same time. Both reached for the phone. Admits the Indianapolis Collins, that name really was most difficult to remember—it was Bob Collins.

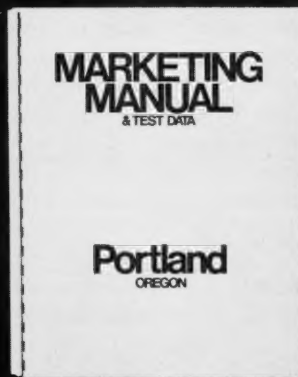
**WIN OR LOSE**, which is better? With all the rising food costs, losers may be better off than winners at the Tucson Press Club's 12th annual "Orchids and Onions" banquet February 15. Orchids are given to people voted most cooperative with reporters, but the losers get a collection of real onions.

**OUT IN KANSAS CITY**, columnist Bill Vaughan pens those "Starbeams" paragraphs for the editorial page of the *Star*. And the other day he wrote: "Ronald Reagan is going to write a newspaper column, having apparently failed to find useful employment."

**THE LAW GOT THE HEAVE-HO** recently in the Brighton, New York area. The *Brighton-Pittsford Post's* page one Police Gazette column's straight-forward, blotter report had this lead item: "Complainant had been living with a woman and has recently been evicted by her. He wanted to get some of his belongings and patrol and a trooper who was nearby went with him. Woman refused to let complainant have anything and threw all three out of the apartment."

EDITOR & PUBLISHER for January 25, 1975

# Get rich quicker.



## Get our book.

### Free.

Our marketing manual on Portland goes well beyond the standard information sources.

For example, it lists all the major retail food and drug outlets. With names of key people in each organization.

Our book also notes that Portland, Oregon has the kind of media isolation—and the kind of typicalness—that can quicken the heart of any test marketer alive.

Those same qualities, of course, make Portland a terrific market for everyday selling.

Last but not least, our book notes that Oregon's two dominant newspapers—the Oregonian and the Oregon Journal—cover the city and state like a blanket.

To wit, buying both papers gives you 72% of the million plus Portland metro market. With 48% of the state, to boot. Which might suggest that newspaper is a dandy buy in Oregon.

Of course, we don't promise that kind of information will make you a millionaire overnight.

It could take weeks.

Richard K. Millison  
Marketing Department  
The Oregonian/Oregon Journal  
Portland, Oregon 97201

Please send me your free market facts book on Portland, Oregon.

Name

Firm

Address

City & State  Zip



# Editor & Publisher

©THE FOURTH ESTATE

Robert U. Brown  
Publisher and Editor

James Wright Brown  
Publisher, Chairman of the Board, 1912-1959



Charter Member,  
Audit Bureau  
of Circulations  
Member, American  
Business Press, Inc.



6 mo. average net paid December 31, 1974—25,517  
Renewal rate—77.49%

## Gag orders on the press

It is becoming more and more apparent that the Supreme Court's refusal to review criminal contempt decisions against two New Orleans reporters is going to result in an increasing number of gag orders against the press.

In that case, a Federal court judge ordered the media not to publicize or print any news about criminal proceedings in open court. Two reporters, Dickinson and Adams, violated the order, printed stories about the proceedings, and were found in contempt. The Fifth Circuit Court of Appeals found the lower court's order invalid, illegal and void but also held that it had to be obeyed until overturned on appeal.

Newsmen, thus, are forced into the position of obeying an unconstitutional gag order until a higher court decides by which time proceedings in the lower court will have been completed.

E. Barrett Prettyman Jr., an attorney who does considerable work for the Reporters Committee for Freedom of the Press, has dubbed this the "Dickinson doctrine" and urges that newspapers and newsmen should mount a counteroffensive. "As soon as a judge even implies that a gag order may be imminent, the media are demanding a hearing, the right to present evidence and an argument on the law, a written order from the court accompanied by detailed findings of fact and conclusions of law, and an immediate appeal."

Unless newspapers and newsmen stand up and fight on this issue, as Prettyman urges, prior restraint in the form of gag orders from the courts will proliferate.

## Battle for retail advertising

Last fall we reported the Television Bureau of Advertising had announced plans to concentrate on luring retail advertisers into the medium. This month the Radio Advertising Bureau has revealed a similar campaign. Both are aimed at getting a slice of the \$6.5 billion spent by retailers in newspaper advertising. The three-way fight is reported in this issue.

At the present time retailers spend six times more in newspapers than in radio, six times more in newspapers than in television, and almost three times as much money in newspapers than they invest in all other major media combined.

It is a succulent piece of pie and we can't blame broadcasters for wanting to have more of it.

TvB claims "it's television's ability to generate retail sales that has newspapers and the Newspaper Advertising Bureau on the run." Yet, large retailers all over the country have experimented with television for years, some use it regularly, but the results have not produced a massive switch by them away from their bread-and-butter medium—newspapers. Some of them have also used radio, but again it has not been at the expense of their basic medium—newspapers.

The experience and comments from five winners of this year's NoRMA awards, sponsored by the National Retail Merchants Association and the Newspaper Advertising Bureau (page 15), state that newspaper advertising will continue to be their mainstay.

The media battle is joined but retailers will realize that their measurable and successful use of newspaper advertising should not be diluted by the blue sky unproven claims of newspaper competitors.

### The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: Darrell Leo, Philly Murtha, Carla Rupp, Lenora Williamson, Earl W. Wilken. Editorial Assistant: Jane Levere.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: I. William Hill.

Advertising Manager: Ferdinand C. Teuber.

Sales Representatives: Richard J. Flynn, Michael R. Harvey, Francis J. Gordon, Donald L. Parvin, Richard E. Schultz, Donald W. Stribley.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann Stephenson.

Marketing and Research Manager: Albert E. Weis.

Librarian: Adelaide Santonastaso.

### OFFICES

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Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

San Francisco: 433 California St., Suite 505, 94104. Phone: 415-421-7950. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20045. Phone: 202-628-8365. I. William Hill, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent, England. Alan Delafons, Manager.

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## ANPA conducts its 10th quick course in publishing

The ANPA Conference for Young Newspapermen has laid the groundwork for another group of 35 (one woman and 34 men) to pursue careers as publishers with an all-around view of the industry.

In the past 10 years, 350 young people (average age 30) have participated in this program which the American Newspaper Publishers Association conducts without fanfare.

The 10th seminar-style conference provided four information-packed days for the young participants from dailies in the United States and Canada. Morning, afternoon and evening sessions took place in the studios setting of a small ballroom in the Breakers Hotel at Palm Beach, Fla.

Donald R. McVay, ANPA's senior vice president who has run the program, remarked that no matter where the conferences have been held—in busy night-life places like New Orleans or the solitude of mountain retreats—he has never "lost" a participant from a programmed seminar.

Unlike other seminars in journalism which are specialized for editors, general managers, circulation and advertising people, the ANPA Conference has been designed on the concept that all departments of the newspaper are interdependent. Therefore, the guest experts were drawn from every field of the business and it was not uncommon for a participant schooled in computer sciences to challenge statements made by an editor or for an editorial-oriented person to question some practices on the advertising side.

For example there was this kind of dialogue in one session:

Editor summing up the litany of allegations that readers level against newspapers—bias, unfairness, lies, conflicts of interest, etc.: "You see, we have a credibility problem."

Participant: How do you plead to the charges, guilty or not guilty?"

Editor: "I guess we have to say that all is not black or white in journalism."

Of the 35 taking the short course this year, 14 came from family-owned newspapers. Their fathers, mothers, uncles and/or brothers and sisters still own the papers that were founded by grandfathers and great grandfathers.

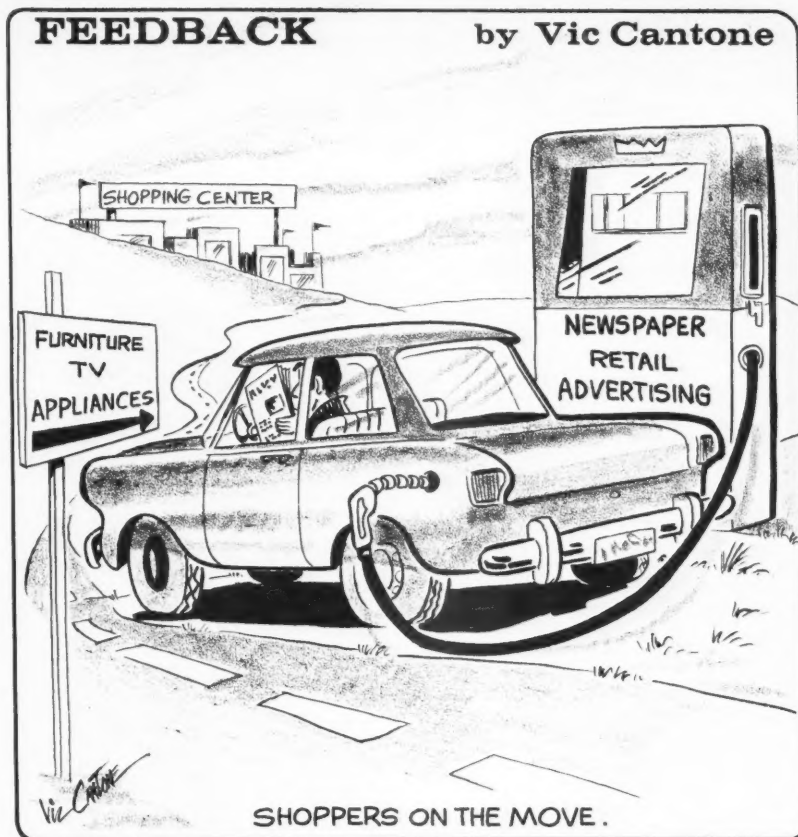
Asked what he thought of the trend toward group and public ownership of newspapers, one young man replied that he was deeply committed to continuing his-family property. "Some of our subscribers," he remarked, "knew my great grandfather. I'd certainly hope the day will never come when someone in our family doesn't run the paper."

In conversations after an off-the-record discussion period, a few of the family-ownership group commented that one of the lessons they would underscore in their notebook is that of an executive who said public relations efforts in the community must be intensified when a newspaper joins a large combine, if the propaganda of malcontents is to be stifled.

EDITOR & PUBLISHER for January 25, 1975

## FEEDBACK

by Vic Cantone



SHOPPERS ON THE MOVE.

Fifteen of the seminar participants represented newspapers that belong to major groups. It was pure happenstance, McVay said, that there was this equal division among the participants.

While the seminars run by the American Press Institute, the Southern Newspaper Publishers Assn. and other organizations are designed to update the education of specialists, the ANPA Conference was intended to be a melting pot of information about the entire business of publishing newspapers. Its membership has opened to the under-30 age group of people who had set their sight on top-level positions and wanted to know as much about editing as they did about getting revenue.

Participants this year were:

Steve Bentley, associate editor of the Lawton (Okla.) Press and Constitution, who is involved in modernizing the production department.  
Sidney H. Bliss, retail ad salesman, Janesville (Wis.) Gazette.  
Robert J. Blumhagen, coordinator of budgeting and planning, Yakima (Wash.) Herald-Republic.  
Robert Bonnell, assistant managing editor of the Orlando (Fla.) Sentinel Star. He supervised the transition to cold type on another newspaper.  
Vernon D. Cornish, assistant to the president, Omaha (Nebr.) World-Herald.  
James E. Donahue, ANPA Information Service.  
Dan Dwelle, business manager, Athens (Tex.) Daily Review.  
Charles C. Edwards Jr., assistant to the business manager Des Moines (Ia.) Register & Tribune.  
Ray Frazier, production manager, Miami (Fla.) Herald.  
Jim Gels, circulation manager, Miami (Fla.) News.  
Frank L. Gilreath, circulation office manager, Asheville (N. C.) Citizen-Times.  
Dona Harvey, assistant to the publisher, Edmonton (Alta.) Journal.  
James How, assistant to the publisher, Mankato (Minn.) Free Press.  
Donald W. Hunt, advertising director, Biloxi (Miss.) Herald and South Mississippi Sun.  
Alex S. Jones, assistant to the publishers, Athens (Tenn.) Daily Post Athenian.

Gregg K. Jones, circulation manager, Greenville (Tenn.) Sun.  
Cecil B. Kelley Jr., general manager, W. Palm Beach (Fla.) Post-Times.  
Michael Koch, research analyst, Minneapolis (Minn.) Star and Tribune.  
Jimmy E. Manis Jr., assistant to the business manager, Pittsburgh (Pa.) Press.  
David C. Manship, executive trainee, Baton Rouge (La.) State-Times and Post-Advocate.  
David McQuoid, employment supervisor, Minneapolis Star and Tribune.  
Donald C. Meyer, administrative assistant, Reno (Nev.) State Journal and Gazette.  
Paul J. Motz, data processing manager, Kitchener-Waterloo (Ont.) Record.  
Gates Oliver, assistant advertising director, Oklahoma City (Okla.) Oklahoman and Times.  
Donald H. Patterson Jr., advertising solicitor, Baltimore (Md.) Sun.  
John H. Satterwhite, assistant to the publisher, Bradford (Pa.) Era.  
Robert C. Sears Jr., credit manager, Salem (Mass.) Evening News.  
Craig Selby, personnel manager, Charleston (W. Va.) Gazette and Mail.  
Lyle Sinkiewicz, weekend news editor, Winnipeg Tribune.  
Crocker Snow Jr., assistant to the publishers Boston (Mass.) Globe.  
G. Fraser Sorlie, ad department, Bismark (N.D.) Tribune.  
Thomas P. Turner, circulation promotion manager, Greenville (S. C.) News-Piedmont.  
Stephen B. Waters, assistant to the publisher, Rome (N. Y.) Daily Sentinel.  
Michael R. Weaver, budget director, Orlando Sentinel Star.  
Tom Wood, vicepresident/general manager, Canton (Ill.) Ledger.  
The voices of experience include:  
William J. Solch and Steve Van Osten, newspaper advertising bureau.  
Don E. Carter, Macon (Ga.) Telegraph & News.  
Paul S. Hirt, Chicago Daily News.  
John H. Colburn, Landmark Communications.  
Thomas C. Fichter, ANPA staff.  
Cyrus H. Favor, International Circulation Managers Association.  
Donald A. Nizen, Miami Herald and News.  
William D. Rinehart, ANPA staff.  
K. Prescott Low, Quincy (Mass.) Patriot Ledger.  
Newell G. Meyer, Milwaukee Journal.  
Vince Spezzano, Gannett newspapers.  
In a windup session, McVay and Donahue reported on "the daily newspaper business and Uncle Sam."



"My associates and I find The New York Times a valuable source of information that helps us keep our perspective on the news. It is a reliable, trusted friend."

Luther Thigpen, Executive Editor  
Asheville (N.C.) Citizen-Times

# N.Y. Times to move satellite printing plant to New Jersey

A \$35-million, three-year capital expansion program for the *New York Times* newspaper at a leased industrial building in Carlstadt, N.J., was announced January 23.

Under terms of a lease signed with the U.S.I.F. Wynnewood Corporation, the Times initially will lease approximately 265,000 sq. ft. of floor space in the building to accommodate a line of offset presses, automated inserting equipment for collating sections of the Sunday paper and truck-loading facilities. The lease also provides options to rent an additional 260,000 sq. ft. of space and to purchase the 564,000 sq. ft. facility outright.

In making the announcement, Arthur Ochs Sulzberger, publisher of the Times and chairman of the board and president of the New York Times company, noted that the Times present satellite printing plant located at 101 West End Avenue in Manhattan and the 8.31 acre site it occupies between 62nd and 66th streets would be sold.

## 300 employees affected

Sulzberger pointed out that about 300 members of the production departments of the newspaper, or approximately 6.5 percent of the Times 4,620 employees in New York, ultimately will be moved to Carlstadt. The business, news and editorial departments, and all other service and manufacturing departments, will remain at 43rd Street.

The Times erected the West End Avenue plant in 1965 with the intention that it become the permanent home of the newspaper; However, "The economics of the full move to the site cannot now be justified," Sulzberger said.

The Carlstadt facility is expected to begin initial inserting operations this August. When fully operational early in 1978, the plant's 36 Goss Metroliner offset press units will be able to produce 300,000 copies, or about 30 percent of the daily newspaper. In addition, 8.5 million copies, or about 70 percent, of the various Sunday sections will be printed in the plant, which is on Washington Avenue near the planned New Jersey sports complex.

The Times weekday circulation for the nine months ended September 30 averaged 850,000 copies. For the same period Sunday circulation averaged 1,456,000 copies.

## Facsimile transmission

Printing plates will be made in Carlstadt from page images transmitted by facsimile from the main plant at 229 W. 43rd Street in Manhattan. The New Jersey site is 9.5 miles west of the 43rd

Street Building, where the balance of the paper will continue to be printed.

Also located in New York City and unaffected by this move are a number of Times company affiliated activities including Radio Station WQXR, Family Circle magazine, Cambridge Book Company, Arno Press Inc., and Quadrangle, the New York Times Book Company.

Of the total employment of 6,849 in the Times company worldwide, 5,197 are located in New York City.

Design of the new space will be undertaken by Chas. T. Main Inc., a consulting engineering firm.

U.S.I.F. is a subsidiary of the Arlen Realty & Development Corporation. The chairman of the board of Arlen is Arthur G. Cohen. Douglas Crocker II is a group vicepresident of Arlen and chairman and president of U.S.I.F. Jack M. Brown acted as real estate consultant for the Times.

Sulzberger noted other factors helped to influence the Carlstadt decision:

## Suburban readers considered

"While the New York Times is oriented to this great city, we do it no service hauling 5,000 tons of newsprint a week into and out of the heart of Manhattan. Further, in our effort to reach out to our readers, many of whom have moved to the suburbs over the years, Carlstadt location will afford us time to produce a better printed and more up-to-date product."

An indoor Erie-Lackawanna railway siding will enable 13 railroad cars to unload newsprint at one time. In addition to the new press units, which are manufactured by MGD Graphic Systems Inc., a subsidiary of Rockwell International, plant will have seven Goss folders, five Sheridan inserting machines and equipment for facsimile reception and Laser platemaking.

All capital outlays for the \$35-million satellite program will be made with internally generated funds.

In the period between 1963 and last year, at a replacement cost in excess of \$30-million, the Times installed 76 Goss units with 12 folders to improve its printing capacity at its main plant on 43rd Street. A further investment in the 43rd Street plant will be made when a study to modernize the mail and delivery operation is completed later this year.

Other areas of the 43rd Street plant are being redesigned and reconstructed as part of this modernization program. The paper's classified advertising department, now one of the most modern in the industry, was completed late in 1974.

# Hawaii senator seeks inquiry on newspapers "excessive profits"

A Hawaii state Senator has introduced a bill calling for an investigation of the state's two newspapers, *The Honolulu Star-Bulletin* and *The Honolulu Advertiser*, to check for possible "excessive profits."

Democrat State Sen. Duke Kawasaki said he has called for the examination to determine if the Hawaii newspaper Preservation Act has unfairly increased the profits of the two newspapers.

He said members of the Legislature questioned "excessive and too frequent rate increases" for advertisers. Presently the two newspapers' mechanical, advertising and circulation facilities are operated jointly by the Hawaii newspaper agency.

## Ad rates too high

Ad costs. Kawasaki, said, "have a hell of a lot effect on the cost of living for people in the Islands. He also said that although he realized increased costs in newsprint and labor had an effect, the feeling was strong that the two dailies had placed too much emphasis on net returns.

The Gannett purchase of the *Star-Bulletin*, he said, has led to the elimination of neighbor island home deliveries and staff cutbacks. "There have been abuses of the merger sanction. Advertising rates have gone up too much," he said.

Under his bill, a legislative auditor would be contracted to look into possible excessive earnings by the newspapers. A similar bill will be introduced in the state house.

Kawasaki warned, "If the newspapers refuse to divulge their records candidly, then I think we should put them under the Public Utilities Commission."

However a similar proposal by Honolulu Mayor Frank F. Fasi was ruled unconstitutional in an informal opinion from the state attorney general.

The states act was passed in 1972, following the Federal Newspaper Preservation Act closely. It essentially allows newspapers in the state to be exempt from antitrust laws so that under economic strain, competing papers can share the costs of production and advertising. Each paper must retain separate ownership and editorial independence.

# Reston wins award

James Reston, *New York Times* columnist, and publisher of the weekly *Vineyard* (Mass.) *Gazette*, has been named by Colby College, Waterville, Me., as the 22nd recipient of the Elijah Parish Lovejoy Award. A previous recipient of this award was the late board chairman Arthur Hays Sulzberger who was honored in 1956.



# One-sided reporting hit by Associated Press chief

By Jim Scott

"If writers do a competent job, day-after-day, there will be no need of investigating reporters," Wes Gallagher, president and general manager told the Investigative Reporting Seminar at the University of California in Berkeley, January 16-17.

The president and general manager of the Associated Press explained: "If reporters look beyond the handouts and into all the ramifications of any action, there will be no reason for investigation later on."

Gallagher seemed distressed over some investigative reporting.

"The press is becoming increasingly unpopular with the public so we must be most careful when we go after somebody or something. Young writers often go into it with a conviction they try to uphold. If the investigation does not hold up, the editor should end it immediately.

## Objective reporting

"The press alone was given complete freedom by our founding fathers, but we must not abuse this privilege. We shouldn't try to tear down business and government for the sport of it. But we should go after both if there is something wrong.

"Only by truly objective reporting, giving both sides of any controversy, can we recover the confidence of all our readers.

"Of course, we are not out for popularity. That's for movie and television stars and athletes. But we do want to be trusted."

Gallagher said "90% of journalism is keeping the public informed of what is going on from day to day." He noted that if these day-to-day jobs are done right in the first place, "there will be less need to go back with endless hours of investigative reporting in a detective sense." Vietnam, he pointed out, is a "classic example of day-to-day reporting where informing and investigative work were intertwined."

He continued:

"Not all investigative stories have to be exposés of wrong doing. In fact some of the best ones are done in explaining how things happen. For example, our John Barbour wrote a story on why vegetables and food cost what they do. He traced a head of lettuce from the farm to the consumer. It required a lot of work but it told the reader a great deal of value to him. This was as much investigative reporting as trying to expose corruption.

"A great danger in investigative reporting is a lapse in fairness. The reporter may get so wrapped up in trying to prove his case he overemphasizes damning evidence and ignores facts that show the opposite. When he does this he loses his credibility with the reader or listener.

"Whenever the type of story provides the opportunity, the investigative reporter should try to show how the situation he is writing about has been improved or changed in other communities. For example, bad nursing homes are much in the news. If a reporter is going to write a survey on the abuses of nursing homes he should find some nursing homes that are well run so his audience can tell how things can be corrected. This type of project lends credibility to his effort by showing balance. You might call it constructive investigative reporting. *New York* magazine uses this approach on many articles which accounts for part of their success.

"But reporters are human. Even if they function to the best of their ability, not all the rat holes will be covered. These uncovered rat holes are the task of the investigative reporter as an indispensable function of journalism."

Investigative reporters on the panels, including George Reasons, *Los Angeles Times*; Jeff Morgan, *Oakland Tribune* and Michael Harris, *San Francisco Chronicle*, pointed out how important it is to know all the informational sources available to reporters.

## Grudge tips

The reporters agreed that most leads come from tipsters. Usually they are someone with a grudge against the boss, or someone fired or a person who just hates to see a crook in an organization.

The listeners also were told that, if police, health officials or anyone else fails to reply to their questions, they can always go over their heads to their state bosses, who better understand the rights of the press.

Many young reporters wanted to know how much time should be given to investigative reporters.

"You take as much time as you need," said Reasons. "But, of course, this only prevails on a large paper. When I was investigating the Ambulance Chasing racket in Los Angeles, it took me 16 months. Naturally no small paper could release a reporter for that length of time."

## Sure things

Mike Harris related that it was dangerous for a reporter to suggest an investigative piece and then later admit it was a phony.

"I went through that experience myself when I first joined the *Chronicle* after leaving the *Milwaukee Journal*. It made me nervous.

"Later, I learned that if you can convince your editor you are on solid ground, you are all right. But above all else, you should never promise the editor you will deliver the story. Only tell him you will do your best.

"When Scott Newhall was editor of the *Chronicle* nine years ago, I suggested that we should investigate Bart (the fast, new San Francisco Bay Area transit system).

"I told him I had to know what to compare it with. So he gave me six months to bone up. I went to Russia and England and across the Continent to see what they had."

"In outside areas, I try to act like an attorney. If I come right out and say who I am, they may resent an out-of-towner trying to stir up things."

Gail Fineberg of the *Redding Record-Searchlight* told of her series of articles in 1973 that resulted in the removal from office of Robert O. McMillen, the tax assessor of Shasta County.

Acting first on a tip, she learned how he had underestimated tax on his own building and those of friends. She kept the pot boiling with other exposes. When he was out of town on business, she checked the hotel and learned that he had not stayed there several days, as his office reported, but had only been there one night.

Her sparkling series brought a grand jury conviction for him and an Associated Press award for her.

Jeff Morgan related how he and Gene Ayres work together as an investigative team on the *Oakland Tribune*.

"Gene is a better interviewer than I am," Jeff admitted. "Actually, he's over-educated but when he drops into his hill-billy accent, it just seems to relax and open up the subject. I'm not so good. I just cough and giggle to try to bring them out.

"It's difficult for us to collaborate for Gene and I don't write alike.

"If we're working against a deadline, it's easier. Then one of us writes the lead and the other the add matter.

"It's even more of a problem when you have six or seven reporters investigating something. At the start, they should decide who is the boss. At every crossroad, there's a decision to be made.

"I think the *Seattle Times* has the best method of operating a two-man team. There, one is a writer and the other the leg man. He stays in the field and calls in to the other who gets it on paper.

"We often call on writers we know in the East and Midwest for help on investigative stories. We don't mind sharing our facts for their use for our circulation doesn't overlap.

"Another important thing is this: always keep in touch with your good sources. Say a lawyer quits a county or city job. Keep in touch with him. He'll be back again. If you don't keep in touch with good sources, they will forget you.

"The new data processing adopted by most governmental agencies is a big help. Now we can get things in a minute that used to require days of search."

The seminar was cosponsored by the Western Newspaper Foundation and the School of Journalism at the University of California. The program was arranged and carried out by Prof. Al Pickerell, of the School of Journalism and E. B. Beisner, executive director of the Foundation.



# 'Tough, arrogant press' urged by Cape Cod editor

By Bill Kirtz

Publishers, editors and reporters were urged to "get tough and stay tough" and advised against giving their readers a "magazine" at the New England Press Association's 26th annual winter convention.

The annual regional press gathering drew 600 newspeople to the Sheraton-Boston Hotel January 16-19.

Frank Falacci, editor-publisher of the *Cape Cod News*, Hyannis, Mass., said the public is requiring more interpretative reporting and that to provide this the press must "get tough and stay tough—even if it borders on arrogance, because you'll be met with arrogance."

Newspaper design expert Edmund Arnold, a Syracuse University journalism professor, said "the apparent success of the 'alternative press' shouldn't overwhelm us" into making papers look like magazines.

## Magazine make-up

Readers get confused when they pick up a daily or weekly and find magazine-type makeup, he said, suggesting editors not think in terms of a two-page spread because their consumers can only see two-thirds of a full-size page at a time.

He called reducing web size false economy which led only to more pages and renewed his suggestion that adpeople sell space on a portion of a page, not a column inch, basis.

Arnold, though he says "at least as many people buy papers for the ads as for the news content," still feels advertisers must be sold on the fact that better editorial content increases an ad's "pull."

He said the *National Star* and *People* magazine are indicative of the public's taste. He advised more "people news than thing news" and greater effort to give a personal slant on a major event.

On the business side, convention-goers heard wide-ranging comments on marketing and circulation problems.

## Conducting polls

Polling can pay off, said Cambridge-based chain publisher William P. Dole, if you use them correctly.

Before acquiring a paper recently, Dole said, he commissioned a telephone poll to determine if advertisers would stick with a new publisher, the level of readership acceptance and the extent to which subscribers planned their shopping around the paper's ads. The thousand dollars it cost for the telephone survey is minor in terms of the investment in the paper, Dole said—the results convinced him to buy, and he hasn't regretted that decision.

Dole stressed the need to make polls "believable" and to have a clear objective in mind when conducting them. William S. Wasserman, Jr., owner of the Boston area North Shore Weeklies' chain, said publishers should insist pollsters stick

around to train their sales staff in how to use survey results to get more ads and noted that since most pollsters rely on political business there are many of them looking for clients around this time.

Various approaches to circulation were covered by advocates of carriers, news dealers and hawkers and the Post Office.

Edward Krasnecki feels his *Chelmsford* (Mass.) *Newsweekly's* best public relations people are his carriers. "I'd rather give the kids the money than the postman," he said, asserting that over the years his now 160-youth carrier team has sparked community loyalty toward his paper.

## Distribution methods

V. Don Hersam, of the *New Canaan* (Conn.) *Advertiser*, feels his town's scattered houses and his paper's near-saturation coverage makes the Post Office the most efficient carrier. He said that a nearby post office, which he declined to name, has successfully experimented with taking card lists of subscribers, sorted by routes, and delivering papers without circulation people needing to mark these papers in any way. The card files only have to be handled by the paper, Hersam said, when the circulation lists change.

A Boston "alternative weekly," *The Real Paper*, handles its 4,000 paid circulation distribution (60,000 copies are given free to area colleges) through street hawkers and stores. This, said staffer Kevin Dawkins, is the easiest way to reach a widely-distributed public.

Wholesale distributors give him computer lists of how many papers are sold and returned each week at each location throughout New England, he said—and can also provide him information on how competing "youth market" publications are doing at the same stores. Rising paper costs, he said, make it necessary to keep this close check on circulation to eliminate unsold copies. He backed street hawkers as first-rank promotion: "They're holding your product up in the air."

*Marathon* (N.Y.) *Independent* publisher Walter Grunfeld, president of the National Newspaper Association, lauded his group's role in helping over-ride President Ford's veto of the Freedom of Information Act, in passing a bill delaying second class mailing rate increases and in getting revenue-sharing notices which papers can publish as paid legal ads.

Grunfeld said he hopes to develop a publishers' "kit" which would give information on everything from the best photo-composition machine to the details of voluntary paid circulation. He urged papers to pay more attention to co-op advertising possibilities, saying that over one billion dollars of this money went unspent in 1974.

He predicts a great future for weekly suburban papers because of big city pop-

ulation decreases, and said weekly circulation increased 10 percent nation-wide last year.

Joseph Levine, a former *Boston Herald-Traveler* executive, and a Northeastern University lecturer, says recent U.S. Supreme Court libel decisions have created "uncertainty and confusion" over what constitutes negligence. He said publishers should review all their procedures and preserve written guidelines on how to prevent error: "These may come in handy someday as evidence of your effort to maintain professional standards," he said.

Alan Jehlen, education editor of the *Patriot Ledger*, Quincy, Mass., told an education reporting panel audience that his beat gave him "a chance to write about what people's lives are about—schools are a huge factor in life."

Educational consultant Merill Bair, former Hartford, Conn., school superintendent, told reporters to do more than cover School Committee meetings. He suggested that checks into textbook use could produce a good story: "If there are 30 copies of the same book, then the teacher isn't providing individualized instruction."

## Dig deeper

Digging deeper was also the advice given by Massachusetts editor David Ramsey. Now with the *Danvers Herald*, he has won New England Press Association prizes for the *Somerville Journal* and *Marblehead Messenger*.

"Don't be frightened" to tackle complex investigative stories, says Ramsey, "just go and do it." He says a reporter can develop enough sources to understand such issues as cable television regulations. His series on CATV won him New England's top community service award.

He stressed the importance of staying with a story and of commitment: "It takes nights and weekends, without pay."

Two veterans who have won national Golden Quill awards for their editorials closed out the 15-panel convention with comments on serving the readers.

Edward DeCoursey, of the *Newport* (N.H.) *Argus Champion*, feels editorial writers should be neither "stuck whistles" or "common scolds." Readers shouldn't know what side of the issue the paper will take before they pick up the editorial page, he said, in advising writers not to be too predictable. He tries not to criticize people's personalities, but their ideas or their performance.

Robert Estabrook, who was with the *Washington Post* before buying the *Lakeville* (Conn.) *Journal*, and who helped the National Conference of Editorial Writers, says "nothing substitutes for having something to say" and that "if you don't, don't write the editorial."

He believes his job is to help persuade his community to "rise to its own best interests" but told colleagues to "beware of getting a God complex—nobody elected you."

Estabrook tries to listen to "non-Establishment types" and believes that as the "community conscience," a newspaper editorial writer must communicate his philosophy to the readers—several times on the same subject, if necessary.

# NLRB judge outlaws paper's code of ethics

By I. William Hill

A newspaper seeking to adopt rules or guidelines for professional standards or ethics must negotiate them with its employe union, according to a decision in a National Labor Relations Board case handed down last week by Administrative Law Judge Nancy M. Sherman.

Such questions as forbidding reporters to accept free gifts constitute "mandatory subjects for collective bargaining because they affect the unit employees' wages and working conditions," Judge Sherman said.

The decision thus supported the contention of Local 64 of the Newspaper Guild of Madison, Wisconsin, against Madison's *Capital Times*.

Editor-publisher Miles McMillin gave out this statement: "The *Capital Times* of course will appeal this incredible decision, which goes even further than the Guild or the government itself in the hearing. Lawyers for the union and the government originally argued that freebies were part of wages, but abandoned that position. This shocking decision re-establishes that bizarre doctrine and extends it to include handouts of any kind whether used in the course of employment or not. The decision establishes a license to bribe newspaper personnel at all levels.

Charles Perlik, president of the Newspaper Guild, issued the following statement in reply to McMillin:

"The Guild is gratified that their position has been sustained.

"Management's suggestion that the decision gives the reporters the right to accept bribes is outrageous defloration of our craft and dedicated newspapermen and women everywhere. The rules that the *Capital Times* sought to impose unilaterally would regulate employees conduct in a variety of circumstances, both on and off the job. Management's statement is obviously part of its continuing effort to obscure the principle at issue, which not the 'right of reporters' or anyone else to take bribes, but the obligation under the law, of management to bargain with the union on the conditions under which the people the union represents will work. If the decision gives anyone the right to accept bribes, that right applies to publishers as well as their employees."

McMillin said the newspaper will appeal the decision to the NLRB five-man board.

From time to time, before March of 1974, editors of the *Capital Times* had voiced disapproval of employes receiving free tickets to sports events or free travel to fashion showings. Then, on March 12 of last year, after managing editor Meloon had become chairman of a standards Committee of the AP Managing Editors Association, he proposed adopting a code of ethics for the newspaper. He put up a bulletin board notice soliciting employee

ideas and went to work fashioning rules based on the code of the *Milwaukee Journal*. He also talked with several members of his paper's Guild unit, including his librarian, Diane M. Woodstock, president of the unit, who said later she thought Meloon was planning a union bargaining proposal.

Then, on March 15, Meloon sent sports columnist Fred Milverstedt a memo saying "free tickets or passes to sports events may not be accepted or solicited by staff members", adding, however, that a working reporter could accept a press box ticket or pass but for coverage only. In a March 20 column, Milverstedt wrote about this and Guild leader Ms. Woodstock read the column and, a fortnight later, wrote Meloon saying the new policy was a "change in employment and working conditions" and hence required contract negotiation. Meloon, in turn, urged her to push a test case.

On May 17, along with their paychecks, all *Capital Times* employes received a copy of Meloon's "Rules and Guidelines for Professional Standards and Ethics." That same day, the Guild informed Meloon that, if the *Capital Times* didn't accept its bargaining point, it would file charges with the NLRB.

The "Rules and Guidelines" covered the topics of free tickets and passes, gifts and gratuities, junkets and free trips, acceptance of gifts, giving up books or records provided for review, membership in clubs, acceptance of meals or beverages, outside activities and outside employment.

On June 5, Ms. Woodstock informed Meloon the Guild had voted to file NLRB charges. Next day negotiations began on a new Guild contract and Ms. Woodstock raised the question of negotiating "Rules and Guidelines". Meloon said the *Capital Times* already had such a code.

Judge Sherman's hearings began in August. Appearing to criticize the "Rules and Guidelines" were copy editor and "Gay Liberation" activist McCrea, Advocacy journalist and feminist Beckman, Reviewer and advocacy journalist LeBraska, the identifications all being those used at the hearing.

The *Capital Times'* witnesses included Norman Isaacs, veteran newspaper editor who is currently association dean of Columbia's Graduate School of Journalism; Lawrence Wallace, Labor Relations Director for the *Washington Post*, vice-president; Keith Fuller of the Associated Press, and Joseph W. Shouquist, managing editor of the *Milwaukee Journal*. The desirability of a code was stressed by all of these and it was further pointed out that in no case had a written code been the subject of labor negotiation.

Publisher McMillin said guidelines were just as much a management responsibility as a defense against libel. Meloon contended it is management's job to "protect the integrity of the news product".

Judge Sherman, in her decision, declared she was not passing on whether the content of the "Rules and Guidelines" was good or bad, saying that she rejected the "contention that it is the subject matter of the rules alone determining whether the employer can unilaterally adopt them."

Guild argument leaned heavily on the

## Norman Isaacs is named head of Wilmington N-J

Norman Isaacs, editor-in-residence of Columbia University's graduate school of journalism, was named president and publisher of the *News-Journal Co.*, Wilmington, Delaware. He will also be a member of the board.

Isaacs, 67, succeeds Richard P. Sanger, who was named executive editor, succeeding John G. Craig, who resigned effective February 1.

Craig resigned after *News-Journal* directors refused to approve changes in the news staff. Several other top editors also left the paper. DuPont flatly denied charges that it was trying to influence the papers' news-gathering operations.

Isaacs was previously vicepresident and executive editor of the *Courier-Journal* and *Louisville Times*.

code provisions that any violation would result in a suspension and multiple infractions would mean discharge.

By Judge Sherman's decision, the *Capital Times* is ordered to withdraw from employee files any disciplinary actions resulting from failure to comply with the "Rules and Guidelines" and to compensate the employees for any loss suffered. Further, the *Capital Times* was ordered to rescind the "Rules and Guidelines" (except for the outside employment provisions) and, on request of the Guild, to "bargain with the union about the matters covered thereby and, if an agreement is reached, embody it in a signed contract".

## New England papers win contest prizes

The *Old Colony Memorial*, Plymouth, Mass., in the weekly category, and the *Lawrence Eagle-Tribune* also in Mass., among dailies, won All-New England General Excellence Awards in the New England Press Association's annual newspaper contest.

Contest winners were announced to more than 500 editors, publishers, newsmen and guests of the association at the Annual Awards Dinner during the Jan. 16-19 convention.

Other first place winners included: Community Service—*Barrington (R.I.) Times*; Best Feature Story—*Southbridge (Mass.) Evening News*; Best News Story—*Narragansett Times*, Wakefield, R.I.; Best Editorial—*Cape Cod News*, Hyannis, Mass.; Best Local Column—*Lakeview (Conn.) Journal*; Best Sports Story—Richard R. Powers, *Revere (Mass.) Journal*; Makeup and Typography—*Standard Times*, North Kingstown, R.I.; Living Pages—*West Hartford (Conn.) News*.

The *Standard Times*, North Kingstown, R.I. won the Educational Reporting Award in the annual contest. The *Berkshire Eagle*, Pittsfield, Mass. won the daily award for the best editorial page.

Ed Hopfmann, *Clinton (Mass.) Daily Item*, was named photographer of the year.

# Nursing home scandal gets big play in N.Y.C. papers

By Carla Marie Rupp

New York City newspapers have touched off a full-scale investigation into nursing home improprieties.

A central figure named in nursing home wrongdoings — Bernard Bergman — made an emotional appearance January 21 before the Special Senate Committee on the Aging subcommittee on long-term care which opened the first of six sessions of hearings in New York and Washington.

Thirty-five reporters heard Bergman, wearing a yarmulke, say under oath, "The accusations of neglect, the horror stories painted sensationally in the press regarding the mistreatment of elderly residents of nursing homes which I have been affiliated with are false, utterly false, totally and unequivocally false."

Bergman, described as "an elusive nursing home czar" by reporters, returned to New York January 9 after spending several months out of the country—at homes in Jerusalem and in Vienna—since charges about him have been publicized.

John L. Hess is the *New York Times* reporter to lead the way in the nursing home investigation. Hess was given the assignment by Arthur Gelb, the *Times* metropolitan news editor, after Gelb's mother, 79, suggested to her son that someone from the *Times* ought to look into nursing homes. That was back in July.

Hess, according to Gelb, went "way beyond what I asked him to do" and as *E&P* has learned this week, was nominated for a Pulitzer Prize by 22 members of the New York Congressional delegation.

"I felt I just couldn't abandon these old folks," says Hess, who in his varied journalistic career has written most recently about food for the *Times* and been a member of its Paris bureau. He joined the *Times* in 1950 as a financial copyreader after working on the copy desks of the *New York Daily News* and the *New York Post*. His first job in journalism was with the *Bisbee (Arizona) Review* as a reporter after graduating from the University of Utah in 1938. Hess has also been a reporter with United Press and a deskman at the Associated Press.

"Artie asked me in July if I would please take on a one-month assignment to look into conditions in nursing homes, and I was quite reluctant to do it on the grounds I had a contract to write a book on American food that I still had to write. But I found myself caught in the middle of the scandal and so I had to postpone my leave of absence," Hess said in an interview.

## Publisher's son

The Temporary State Commission on the Cost of Living, chaired by Assemblyman Andrew Stein, 30, has been conducting an on-going investigation. Stein, son of Jerry

Finklestein, publisher of the *New York Law Journal*, has admitted publicly that he has provided the news media with information that he has turned up in the course of his investigation.

A report from Secretary of State Mario M. Cuomo to Governor Hugh Carey gives Hess credit, during Hess' four-month investigation, for unveiling the alleged existence of extensive payroll padding, questionable purchase practices and complex building, leasing and rental schemes which appear to inflate artificially Medicaid reimbursements.

"Much of this information was apparently derived from the Stein studies, the work of the Office of the Welfare Inspector General and other investigative bodies. On the other hand, much of it appears to have escaped the normal processes of government and been undetected until discovered by Mr. Hess," says Cuomo's report.

It continues: "Jack Newfield of the *Village Voice* has published descriptions of alleged political manipulation of administrative machinery and, even more discomfiting, has raised the serious possibility that some nursing homes may have become the repository for large investments by organized crime."

The report also notes that William Sherman has reported extensively on the matter in the *New York News*. Sherman's stories pointed out that the bureaucracy in the health department has failed the system, because there are so few auditors and that there is practically no deterrent against Medicaid fraud. Newspaper accounts have shown how some nursing home owners were able to siphon off some millions of dollars for their own personal use.

Hearings will resume February 4, and Sen. Frank E. Moss (D-Utah), the subcommittee chairman, has asked Bergman to return. Rep. Edward Koch (D-Manhattan) who originally called for the Senate investigation into nursing homes, said the Moss committee is seeking to highlight "a nationwide problem with the Medicaid program—the feeling that there is corruption and incompetence in the nursing home program."

## Subpoena quashed

On January 20, State Supreme Court Judge Korn quashed a Stein subpoena asking for records from the American Bank & Trust Co. and the National Bank of North America where Bergman is said to maintain personal accounts.

Korn ruled Stein violated the nursing home owners' civil rights by making "numerous statements to the media" without the consent of other members of his commission. As for press leaks, Stein said: "We did not turn over to the press any-

thing we were not supposed to turn over."

Bergman's name didn't mean anything to Stein until last fall when he read in the *New York Times* that documents showed that Stanley Steingut, now the speaker of the State Assembly, had intervened in behalf of Bergman with the State Health Department. Stein remembered that two years ago, when he was looking into patient care in nursing homes, that Steingut told him not to investigate homes owned by Bergman. Steingut has called Stein "a goddamned liar." Stein's commission had been created by the former Gov. Nelson Rockefeller.

## Libel suit underway

On January 10, Bergman filed a \$1 million libel suit against reporter John Hess, Stein, and Asst. State Welfare Inspector General William D. Cabin, accusing them of conspiring to violate his civil rights. His lawyers served the subpoenas, which demanded the three appear with all notes and records of recent investigations of Bergman and the million-dollar nursing home industry. They were asked to appear January 23 to respond to the suit.

Bergman, somewhat related to the publishing business himself, has been tight-lipped to the press, except in an interview with a Yiddish weekly, saying "Only God in heaven knows that I am not guilty." It has been reported that one of Bergman's nursing home associates, Morris Cohen, was once sued in a cemetery racket in 1948. A few months later, Cohen bought the *Jewish Morning Journal*, a Yiddish newspaper, and named Bergman its editor and publisher. The *Journal* was sold in 1952.

While Hess has been nominated for the Pulitzer, there are those who say—especially *Voice* columnist Nat Hentoff—that Jack Newfield deserves a fair shake. Stories Newfield had first were the connection between nursing homes and organized crime, Steingut's role and the political connection of Charles Steigitz—how he allegedly cheated Medicaid of \$40,000. The latter story appeared in the *Voice* January 8, and the next day the *Times* had it on the front page.

Newfield makes a claim that "The *Times* has been ripping off our stories." Newfield's key breakthrough was a *Voice* piece (published December 23) alleging connections between Bergman-owned nursing homes and the Mafia.

Reporters who have done substantial digging—Hess, Newfield, plus Steve Bauman of Channel 5 News—often have credited each other, however, in their reports. Newfield has credited Hess' work in three of his stories.

Since special prosecutor Charles Hynes has been named, a man considered "honest" by the *Voice*, Newfield has decided he will continue to cover the story as it develops at hearings, but whatever he finds out on his own, Newfield says, he will turn over to Hynes rather than publish it. "Muckraking and civil liberties have to be balanced, and I don't want to jeopardize the fairness of anyone's trial. The aim is to change society. Therefore, the

(Continued on page 31)



# Retailers bag NoRMA awards for outstanding advertising

Top retail ads  
of 1974  
(See pages 15 & 16)

Five retailers toted home silver shopping bags with lucite "logos"—the well-known NoRMA Awards—from the National Retail Merchants Association's (NRMA) 64th Annual Convention at the New York Hilton Hotel.

The gleaming tributes for top merchandise advertising went to Brody Brothers Inc., Indiana, Pa., for a fall fashion series; Einstein Moomjy, Paramus, N.J., for Rya rugs; Diamond's Phoenix, Ariz., for leisure suits, and B. Altman & Co., New York, N.Y. for fashions. Brooklyn, New York's Abraham & Straus, scoring with an advertisement on the first girl in the little league tryouts, won the institutional award.

Co-sponsors of the NoRMA Awards are NRMA and the Newspaper Advertising Bureau. The goal is to encourage higher standards of retail newspaper advertising and to honor outstanding examples of creativity in copy, art and design in communicating with the public.

Joseph Rowen, vicepresident of the NRMA sales promotion division, was chairman of the session. June Thrush, J.C. Penney Co., who is chairman of NRMA's sales promotion division, and E. Lawrence Goodman, vicepresident, department store sales, Newspaper Advertising Bureau, presented the awards.

The awards went to the best ads in each of four retail categories, based on sales volume: less than \$5 million; from \$5 million to \$25 million; from \$25 million to \$50 million; and over \$50 million. In addition, there were awards for the best institutional ads, regardless of store size.



FIRST PRIZE WINNERS of NoRMA Awards for the best retail newspaper ads of 1974 are shown after receiving their prizes at the National Retail Merchants Association convention January 7. Awards went to best ads in each of four retail categories based on sales volume and for the best institutional ad. From left: George Hanley, ad director, B. Altman & Co., New York (over \$50 million); Salle Bradt, fashion director, Diamond's Men Store, Phoenix (\$25-\$50 million); Leonard Brody, president, Brody Bros., Indiana, Pa. (up to \$5 million); Ernst Einstein, president, Einstein Moomjy, Paramus, N.J. (\$5-\$25 million); and William Tobey, senior vicepresident, sales promotion, Abraham & Straus, Brooklyn, N.Y. (institutional). Background: Joseph Rowen, vicepresident of the NRMA sales promotion division; June Thrush, J.C. Penney Co., Inc., who is chairman of NRMA's sales promotion division; and E. Lawrence Goodman, vicepresident, department store sales, Newspaper Advertising Bureau, Inc. Awards are sponsored jointly by the NRMA and the Newspaper Advertising Bureau.

## It's retail war—newspapers vs. radio vs. television...

By Darrell Leo

Although no one has officially declared one, a war of sorts has broken out between newspapers, television and radio for the all-important retail advertising dollar.

The first hint of a battle brewing was leaked by the Television Bureau of Advertising (TvB) when it announced it was going after retailers for spot tv advertising (E&P, Oct. 12, 1974).

Now it seems like all-out war with all three media criticizing the others while claiming superiority as a carrier of advertising.

Although TvB spoke first, the Newspaper Advertising Bureau was the first to move. On January 14, the bureau debuted a series of seminars to teach newspapers' retail ad representatives the in's and out's of fighting broadcast. (E&P, Jan. 18) The seminar began in Boston and during January and February will be

presented in 9 more cities, including Minneapolis, Chicago, Los Angeles, San Jose, Seattle, New York, Dallas, Atlanta and Toronto.

### Counter attack

To counter this, the TvB has confirmed that it too will send a series on seminars out on the roads. Its name will be "Regional Sales Meetings" and, according to a TvB spokesman it is devoted to teach television ad salesmen how to get more dollars away from newspapers.

This series which will debut in May will go to six cities. They include Chicago, Seattle, San Diego, New Orleans, Atlanta and Boston.

Meanwhile, radio entered the picture in January at the National Retail Merchants Association convention in New York. Lining up spokesmen from the various radio networks and stations, the presentation emphasized that retail ads on radio can

supposedly make sales budgets "pull harder and sell more."

Miles Davld, Radio Advertising Bureau president, told the retailers that they should base 1975 ad budgets on "today's realities, not historical precedent," which he said include using newspapers as its primary emphasis.

David claimed that with rising newspaper rates and "declining availability" of ad space, newspapers were selling smaller ad spaces which were just as effective and saved on newsprint.

At the same meeting, S. Arthur Rogers, vicepresident of Corporate Sales Promotion at Wisconsin's H. C. Prange Co. department stores spoke in conjunction with an ABC radio representative, Francey Smith, WLS retail sales manager in Chicago.

From the podium, he told retailers that if they didn't have the budget to include radio, they should cut their ad page size in newspapers and put the money saved into radio.

Robert Alter, RAB's executive vicepresident, said that so-called early results from an All-Radio Marketing Study covering New York and Los Angeles indicated that the addition of radio to a newspaper's budget could produce a greater number of

(Continued on page 25)



Someday I'll be a famous news correspondent, or maybe run for Congress... but Daddy says my fortune is in my smile.

Safe and snuggly in this sweater (22) and skirt (24). Spills your tale for anything but the sensational!

The Cubbyhole on two

# BRODY'S

One. Brody's—Volume less than \$5 million

## Einstein's theory of relativity: Give strangers the same price you give your relatives.

### \$5.99 to \$9.99

From now through Sat., Sept. 28th, blood won't be thicker than water at The Carpet Department Stores.

We're giving you family prices. The prices we give our own family.

Example: Our Antron® nylon tweed. The new dense tweed. Recommended by our Aunt Fanny's fanny.

She paid \$5.99 a sq. yd. She saved plenty.

You'll pay \$5.99 a sq. yd. You'll save plenty.

We can give you our velvet plush for \$6.99. We can give you our shorty shag for \$6.99.

We can give you our soft Saxony for \$7.49. We can give you our triple toned twist for \$7.49.

Would you want to spend \$8.99? We can give you our sculptured shag for \$8.99. We can give you our sky high shag for \$8.99.

Would you want to go to \$9.99? Our tailored plush has been tailored to \$9.99. Our antique marble has been chiseled to \$9.99.

Even our \$18.49 wool has been sheared to \$9.99. (We've only got a few in a few colors, so come in fast while they last.)

You may say to Einstein Moomjy: "You're giving me the same prices you give your relatives."

Okay, terrific. But how do I know I'll love your carpets? How do I know I'll find what I want?

Your papa's posh plush could be my poison. It's all relative."

Ladies, you're right. Maybe you'll think our wet look (it's only \$8.99) is all wet. Maybe our warm bedroom carpet (it's only \$8.49) will leave you cold.

Thank nothing of it. We've got hundreds more carpets in hundreds more colors to show you. We've got hundreds more styles and prices to show you.

We're The Carpet Department Store. We've got more of more for your floor.

Please drive us crazy until you find the carpet you want at Einstein Moomjy.

After all, our relatives have been driving us crazy for years at

**Einstein Moomjy**  
The Carpet Department Store

Two. Einstein-Moomjy—Volume between \$5-25 million

## NoRMA ad winners stick with newspapers; foresee no cuts

While some retailers may choose 1975 to experiment with television, prize winners who have seen the effectiveness of their promotions in print still choose the newspaper as their number one medium.

An interview with retail ad executives who won this year's NoRMA awards, sponsored by NRMA and the Newspaper Advertising Bureau, indicated that during the year they would continue to use newspapers as their advertising mainstay.

Most also indicated that despite rising rates they would either maintain the same allocations to newspapers on a dollar or linage basis.

Here are some comments made by the NoRMA winners:

**Nancy R. Penta**, fashion director, Brody's, Indiana, Pa.: "We just can't cut newspapers, even when forced into higher rates. We've seen the effectiveness of newspaper advertising, it's always done a really good job. Even with existing rates, the economic conditions of the nation might even call for additional linage.

"This year we're going to have to come up with good day-to-day sales figures.

Some stores may try special sales all year long, but we're trying to get away from continuous sales promotion."

Brody's was the only store to have won two years running in its category.

**Gilda Smithline Block**, vicepresident-advertising manager, Abraham & Straus, New York: "We're the user of the largest amount of advertising space in New York City. So certainly we feel newspapers are the mainstay of the department store. Its power to get direct and immediate response is enormous. And the newspapers we use reach our customers where our stores are, so there's flexibility.

"We will use tv or radio as in the past, but this year there should be no big changes in ad budget allocation. We find that with the type of media mix we use, the three have produced enormous results."

**John Funck**, ad manager, Diamond's, Phoenix, Ariz.: "A good ad has a very definite news story to begin with. My emphasis would be in that direction. In looking over other ads, the lack of a news story seems to be the number one weak-

ness in our industry. Those stores that fall short in advertising need to be helped.

"We use every and just about any media, but newspapers are still the mainstay. During 1975, we might reduce linage, but we plan to spend about the same money in newspapers."

**Ted Einstein**, president of Einstein-Moomjy, Paramus, N.J.: "We've been advertising in newspapers for four years for our six branches. Definitely, newspapers have achieved several of our marketing goals. It's given us an immediate increase in business, made our name synonymous with our products. We've found that our ads also have long range value because of the way they're designed. And people remember our name now.

"Most retail ads are designed to have immediate impact. Ours get additional benefits as well. We've only advertised in newspapers. And we play to keep in newspapers without diverting funds into any other media."

**Ira Neimark**, executive vicepresident, B. Altman's, New York: "Our advertising division has taken the most important story in our stock and put it in newspapers. While we redesigned our ad campaign, we've learned a lot of things. Normally, people say you don't get good selling on a fashion ad. But this concept—the one we use, talks to the customer. It works."



... look what's happening  
in DOWNTOWN . . . . .

From an architectural  
model by the Inter-  
nationally famed  
MINORU  
YAMASAKI



# Terrific TULSA

**THE NEW \$200,000,000.00 WILLIAMS CENTER!**

**NOW UNDER CONSTRUCTION**

. . . one of the largest and most dramatic downtown rejuvenations in a decade. A 50 story bank building, headquarters for the world-wide Williams Companies, a luxury convention hotel, a 2½ acre Green,

and adjacent will be a new \$14,000,000 Performing Arts Center. Make YOUR selling plans now, to include this booming, beautiful, high income and responsive market, completely covered by . . .

**THE OIL CAPITAL NEWSPAPERS** morning / evening / sunday

Two Independent and separately owned Newspapers

Representatives — **Branham**  
NEWSPAPER SALES





## Ad reps urged to make calls on creative side

Many advertising agency creative departments are overlooking the solid facts that prove newspapers are a valuable medium and they should be made more aware of what newspapers are accomplishing in the marketplace.

William S. Wheeler, account supervisor on American Dairy Association for D'Arcy, MacManus and Masius, Inc., tossed that at the National Advertising Sales Association, Chicago Chapter on January 14 while exhorting the reps to seek out the "hidden decision makers in the agencies" they call on.

Usually, Wheeler said, it is discovered that the creative department is calling the shots, adding: "When was the last time you called on a copywriter."

These are the people (copywriters) who are brought up in front of a television set and who are judged by the tv commercials they are writing, Wheeler said. Many of these have never used the print media and wouldn't know how to go about it, he added.

He said newspaper advertising reps are well aware of the problems that these conditions encourage, "but you're also resigned to it."

He said the American Dairy Association has a \$13½ million ad budget, \$10 million of that amount being assigned to local mass media. The bulk of that \$10 million goes to tv, with radio getting some and "then there's a dogfight for what lineage is left."

Wheeler observed that newspaper reps have not challenged that decision and ADA hasn't been asked what the association's objectives and problems are or

how the budget breaks down.

He urged the Chicago Chapter of NASA to invite creative people to meetings "and show them how newspapers work as a viable and important medium."

## Roman body type preferred by readers

When readers are presented a choice of Roman and sans serif body type, they prefer Roman type according to a copyrighted study released by the American Newspaper Publishers Association.

The study, conducted by Professor J. K. Hvistendahl, Iowa State University and Mary R. Kahl, Kansas State University, was commissioned by the ANPA News Research Center to determine whether Roman type or sans serif was the more readable in newspaper columns and determine reader preference for one or the other. Serifs are end strokes on typographical characters in Roman type.

The authors found subjects read Roman type significantly more rapidly than sans serif. The differences between readability of Roman and sans serif faces appear slight, approximately 7-10 words per minute for the average reader. This coupled with the finding that almost two-thirds of the 200 readers tested expressed a preference for Roman type suggests that the Roman faces traditionally used in newspaper textual matter may be more functional than the sans serif with which many newspapers have been experimenting.

Although the study was not designed to measure the effect of column width, Hvistendahl and Kahl suggested that column width may be a more important factor in readability than the use of a Roman type face. Maximum readability, they suggested, apparently can be obtained by the use of a Roman type face combined with column widths in the range of 14 picas.

## N.Y. Times purchases oldest daily in N.C.

The New York Times Company purchased the Star-News Newspapers of Wilmington, N.C.

Also purchased by the Times Co. was Southeastern Engraving Company, a company owned jointly by Daisy Page Hutaff and the Star-News. Mrs. Hutaff is president of Southeastern Engraving Company.

The *Wilmington Morning Star*, together with a smaller evening paper called the *Wilmington News*, has a combined daily circulation averaging 35,000 copies. The Sunday paper, which is known as the *Sunday Star-News*, averages about 37,000 copies.

The Star-News is the 13th newspaper acquired by the Times Co., exclusive of the *New York Times*. Ten of the company's affiliated newspapers are in Florida, and three are in North Carolina, including those in Lexington and Hendersonville.

The Wilmington newspapers have been operated by members of the Page family since 1926. R. B. Page was publisher from 1926 to 1955. At his death, Rye B. Page succeeded his father and has been actively managing the newspaper since that date.

John O. Fullerton, who is executive vicepresident and general manager of the Star-News, will become publisher. Fullerton has been with the Star-News for 11 years.

The *Wilmington Morning Star*, North Carolina's oldest daily in continuous publication, was founded in 1867, the *Wilmington News* in 1895 and the *Star-News* in 1928. The standard sized, eight-column paper sells for 15 cents a copy daily and for 35 cents on Sunday.

The Star-News is published in a modern, four-year-old plant that is equipped, like the company's other affiliated newspapers, with up-to-date photo composition and printing facilities that include the largest offset press with color capability in North Carolina.

## Ex-reporter received pay from politicians

A former *Newsday* reporter admitted January 17 to reporters of the paper that he received between \$18,000 and \$20,000 from the Brookhaven Town Republican organization while he was covering Suffolk politics for the paper from 1963 to the end of 1966.

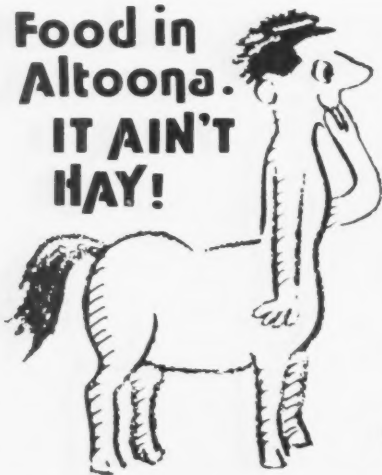
Bergmann resigned from *Newsday* in May, 1971, and is now Suffolk County Executive. He said that he told none of his superiors at *Newsday* about the job.

*Newsday* editor David Laventhol issued a statement saying: "Newsday has a long-standing policy against staff members working for pay of political or governmental officials."

Bergmann said his job for the organization was to write a message in the town party's annual journal.

EDITOR & PUBLISHER for January 25, 1975

## Food in Altoona. IT AIN'T HAY!



### FOR FOOD SALES HERE, THE WORD IS FABULOUS

Altoona market folks love food. They buy it at the rate of \$2,414 annually per household, and by the end of 1975, they'll have spent \$116,000,000\* in supermarkets and food stores. Altoona SMSA, with its 148,000 people, spends more for food than Springfield, Mo., with 182,000 population, or Columbus, Ga., with over 400,000!

Altoona is an outstanding market in every respect. Retailers here will take in almost \$450,000,000\* in 1975—\$9,329 per household, exceeding household averages in every Pennsylvania SMSA but Harrisburg.

One newspaper reaches and sells 98% of Altoona families, 4 out of 5 in the solid Altoona metro market area.

\*E&P 1975 Market Guide Est.

For information about an ad schedule in Altoona call Richard E. Beeler, Advertising Manager, at 814-944-7171.

ALTOONA PENNSYLVANIA'S ONLY DAILY NEWSPAPER

# Altoona Mirror





# NEW ENGLAND: Solid coverage in black and white

## SKIING OR SELLING—NEW ENGLAND PUTS YOU WHERE THE ACTION IS

Within 50 miles of any New England entry point, there are from three to a dozen major ski areas, with facilities for downhill skiing at any level of expertise. What's more, the entire region is laced with trails for that newer, more earthbound sport, cross-country skiing. This year, New England's hotels and ski lodges offer attractive rates to skiers who prefer to save time, money and energy for sport instead of spending it on transportation to Europe and the West.

New England's ski development gives a billion-dollar lift to the region's economy, putting ready money in the hands of residents. And since those residents are among the nation's most avid newspaper readers, you get a superlative run for your advertising dollar in New England daily newspapers.

## Advertising gets results in these leading New England newspapers

### MAINE

Bangor Daily News (M)  
Maine Sunday Telegram (S)  
Portland Press Herald (M)  
Portland Express (E)

### NEW HAMPSHIRE

Manchester Union Leader (AD)  
Nashua Telegraph (E)  
New Hampshire Sunday News (S)

### VERMONT

Barre-Montpelier Times-Argus (E)  
Burlington Free Press (M)  
Rutland Herald (M)  
St. Albans Messenger (E)  
Vermont Sunday News (S)

### MASSACHUSETTS

Boston Globe (M&E)  
Boston Globe (S)  
Brockton Enterprise & Times (E)  
Fall River Herald News (E)  
Gardner News (E)  
Lynn Item (E)  
New Bedford Standard-Times (E&S)  
North Adams Transcript (E)  
Pittsfield Berkshire Eagle (E)  
Springfield Daily News (E)  
Springfield Union (M)  
Springfield Republican (S)  
Waltham News Tribune (D)  
Worcester Telegram (M-S)  
Worcester Gazette (E)

### CONNECTICUT

Bridgeport Post-Telegram (M&E)  
Bridgeport Post (S)  
Bristol Press (E)  
Hartford Courant (M)  
Hartford Courant (S)  
Hartford Times (E&S)  
Meriden Record & Journal (M&E)  
Middletown Press (E)  
New Britain Herald (E)  
New Haven Journal-Courier (M)  
New Haven Register (E&S)  
New London Day (E)  
Norwich Bulletin (M&S)  
Torrington Register (E)  
Waterbury American (E)  
Waterbury Republican (M&S)

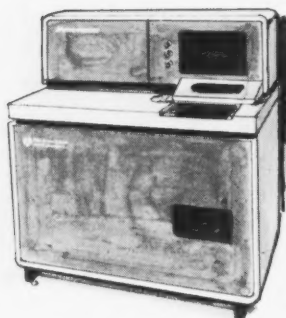
### RHODE ISLAND

Pawtucket Times (E)  
Providence Bulletin (E)  
Providence Journal (M&S)  
Woonsocket Call (E)





The MGD Metro-text.



The MGD Metro-reader.

# If it has anything to do with production of newspapers,



The MGD Metro-set.

Our involvement with the mechanics of newspaper production starts with the reporter's copy—and doesn't stop till the papers are folded, stacked and tied.

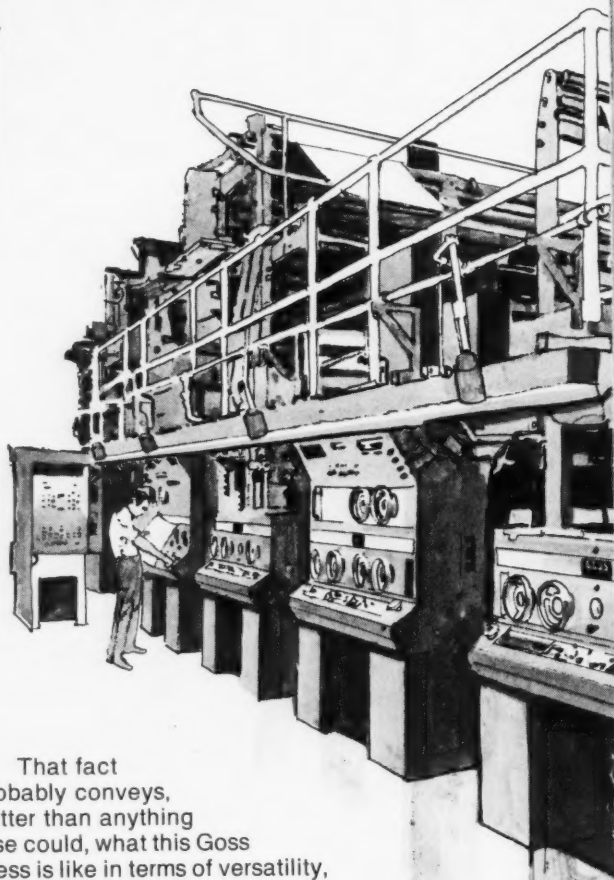
Our involvement with production ideas, however, never stops. We're constantly on the lookout for new ways to do the same things better. And better ways to do new things with the same thoroughness that's earned MGD equipment industry-wide respect.

**Case in point: new Metro-text.** With the recent introduction of our Metro-text unit, we forged the final link in a pre-press system that offers a complete, simple way to control text flow from draft copy through phototypesetting. On the input side is Metro-reader, our laser-equipped optical character reader. On the output side is Metro-set, our third generation cathode ray tube phototypesetter. And linking them is the new unit that directs the entire system. Together, these three units handle everything from display ads to classified ads to news stories.

And speaking of news stories, here's one about the next step in newspaper production: Goss presses.

**Goss Metro-Offset celebrates a decade of service.**

When we introduced the first Goss Metro-Offset press ten years ago, we said it was one of our most far-reaching developments. We couldn't have been more accurate. Today, more than 185 of these presses are installed in some two dozen countries throughout the world—printing newspapers that range in circulation size from medium to among the very largest.



That fact probably conveys, better than anything else could, what this Goss press is like in terms of versatility, durability and economy.

In terms of hardware, the Metro-Offset offers three interrelated systems: four-page-wide, rotary, web-fed printing units; electronically controlled Reel-Tension-Pasters; and a choice of high production folders. Together, the three systems



# it has everything to do with MGD.

Goss-Ferag Counter-Stacker.

turn out up to 70,000 neatly folded papers per hour, in black or multi-color. They also offer the capability of supplement printing or production of pre-prints.

**More where that came from.** That, in brief, is the Goss Metro-Offset—built by a company whose line of presses runs from the smallest to the largest—and includes every size in between. A company that's probably had more experience in the design and manufacture of web offset and letterpress newspaper presses than anyone else in the world.

**The Goss-Ferag mailroom.** Last step in the MGD line is our Goss-Ferag mailroom equipment: Conveyors that take your papers from the press folder to the mailroom without a single smudge. Counter-stackers that let you pre-select the number of copies per stack. Stack turners. Devices that give you electronic control of mailroom equipment. Underwrappers. Diverter heads. Belts. Single units or entire systems. Everything you need to get your newspapers from the press to the loading dock—in good shape.

**Extra—extra!** There's one more thing MGD offers you—and it goes with every single piece of equipment we make: our full attention. To get it, write to us at MGD Graphic Systems Group, Rockwell International, 3100 S. Central Ave., Chicago, Illinois 60650, or contact your local MGD representative.



**MGD Graphic Systems**  
Rockwell International



The Goss Metro-Offset Press.



JOHN R. SCHERLE—to editor of the *Treynor* (Iowa) *Record*.

\* \* \*

NEAL M. GOFF, copy editor of the *Doylestown* (Pa.) *Daily Intelligence*—promoted to city editor.

\* \* \*

JOHN F. MURPHY, former vicepresident of Compugraphic Corp.—named vicepresident, engineering, of Laser Graphic Systems Corp.

\* \* \*

ARTHUR E. WIBLE, assistant general advertising manager of the *Chicago Tribune*—named general advertising manager of the paper.

\* \* \*

A. L. MCCLAIN, former Sunday entertainment editor for the *Detroit News*—named director of public relations at D'Arcy-MacManus & Masius Advertising, succeeding VIRGIL E. LAMARRE, who retired.

\* \* \*

FRAN ROBERTS, former women's writer for the *Newton* (N.J.) *Herald*—to today's living editor. She succeeds VERA GIBSON, who has retired. VIC BERARDELLI—to county reporter and political writer; DAVE SHELTON—to court reporter; ADELE ABOUTOK—to today's living writer.

\* \* \*

JOHN E. RICKETSON, advertising director, *Galveston* (Tex.) *Daily News* and brother of Tom Ricketson, president, *Jefferson-Pilot*—named vicepresident of the *Beaumont Enterprise* and *Journal*.

# news-people

RAY CARY, 30, formerly the director of news and public affairs at WSVA-tv and radio in Harrisonburg, Va.—joined the *Charlottesville* (Va.) *Daily Progress* as city editor, replacing FRANK PAYNE, who resigned to move to Roanoke where he is working in tv news.

\* \* \*

FRANK W. MCCULLOCH, editor of *Learning Magazine* in Palo Alto, Calif.—named managing editor of the *Sacramento Bee*, succeeding MARTIN SMITH, who asked to return to a writing position as chief of the Bee's state capitol bureau.

\* \* \*

BRAD FERGUSON, Broadcast Standards and Practices Dept. of ABC—named assistant to the publisher, Herald Communications Corp., N.Y.C. JILL RIFKIN, assistant editor of the *Journal of Psychohistory*—to associate editor; HOWARD SCHOENHOLTZ, associate editor—to managing editor.

\* \* \*

VIDIAN L. ROE, III, vicepresident of National News Service—appointed executive vicepresident and general manager of the *Commercial and Financial Chronicle*, N.Y.C.

\* \* \*

DAVID C. GERARD, syndicated cartoonist of "Citizen Smith"—to run for second term as mayor of Crawfordsville, Ind.

\* \* \*

JOHN F. METZ, assistant news supervisor for Cincinnati Bell—named editor of the *Queen City Suburban Press* publications, Cincinnati, Ohio. ROBERT D. HAMONTRE, assistant general manager of Lu-Mar Newspapers, Inc., Bloomington, Ind.—named business manager.

\* \* \*

JESSE J. LEWIS, publisher of the weekly *Birmingham* (Ala.) *Times*—named coordinator of the Alabama Highway and Traffic Safety Dept. by Governor George Wallace. Lewis is the first black to serve in an Alabama cabinet in modern history.

\* \* \*

CHARLES E. MORRIS—named general manager of the *Connersville* (Ind.) *News-Examiner*. He has been with the paper since 1960.

ROBERT H. PHELPS, assistant managing editor-news—promoted to assistant executive editor, news, of the *Boston Globe*.

\* \* \*

LEWIS E. HEIFNER, business manager of the *Globe*, Catholic newspaper in Sioux City, Iowa—to general manager.

\* \* \*

DONALD P. MYERS, UPI Dallas bureau manager—to assistant managing editor of UPI.

\* \* \*

DAVID M. BEIHOFF, formerly with Sawyer/Ferguson/Walker, Detroit—to national advertising manager of the *Palm Beach* (Fla.) *Post and Times*.

\* \* \*

STEPHEN H. MILLER, business news editor of the Associated Press—named executive in charge of the AP's market data services.

\* \* \*

MARY LOU BEATTY, assistant managing editor of the *Washington Post*—winner of the Marquette U. College of Journalism By-Line Award.

\* \* \*

JERRY C. DAVIS, former account supervisor for Daniel J. Edelman—named real estate and home editor of the *Chicago Sun-Times*. He replaces ROB CUSCADEN, now editor of *Building Design and Construction* magazine.

\* \* \*

FRANK H. NEWELL, general manager of Antioch Newspapers, Inc., a Leshar publication—to general manager of the Walnut Creek (Cal.) *Contra Costa Times*, another Leshar paper.

\* \* \*

TEAGUE JACKSON, former golf editor for the *Atlanta Journal*—appointed director of public relations for Bahia Mar Hotels and Yachting Center, Ft. Lauderdale, Fla.

\* \* \*

JIM HUTCHESON, editorial page editor of the *Walla Walla* (Wash.) *Union-Bulletin* and former editor of the paper—retired January 1 at age 66. WILLIAM F. ASBURY, editor of the paper, will take over editorial page duties.

**PUT YOUR AD  
DOLLAR WHERE IT  
REACHES FURTHER**

**SELL TO  
ALLENTOWN  
BETHLEHEM-EASTON  
AND A  
9-COUNTY AREA**

Sell to Pennsylvania's 3rd largest Metro Market in E.B.I. per household (\$13,110) and in Total Retail Sales of \$1,304,774,000\*.

\* SM survey of buying power 7-8-74 further reproduction is forbidden

**CALL-CHRONICLE  
NEWSPAPERS**

Allentown, Pa.

Represented by  
Story & Kelly-Smith, Inc.



**Grow With The Fastest Growing County in the U.S.  
... OCEAN COUNTY, N.J. and the DAILY OBSERVER**

**#2 CIRCULATION GAIN IN NEW JERSEY!**

NET PAID CIRCULATION GAIN, SIX MONTHS ENDING SEPT. 30, 1974

- |                                     |       |
|-------------------------------------|-------|
| 1. NEWARK STAR LEDGER (ESSEX CO.)   | 4,700 |
| 2. DAILY OBSERVER (OCEAN CO.)       | 3,908 |
| 3. ASBURY PARK PRESS (MONMOUTH CO.) | 3,709 |

Source—Audit Bureau of Circulations' Fas-Fax Report, Sept. 30, 1974.

**DAILY OBSERVER CIRCULATION FOR DEC., 1974—19,722**

**Daily Observer**

**"Ocean County's Fastest  
Growing Daily Newspaper"**

TOMS RIVER, NEW JERSEY 08753

# in the news



NEWSPAPER EXECUTIVE gets together with retailers at reception tendered to the board of directors of the National Retail Merchants Association by the officers and directors of the Newspaper Advertising Bureau, Inc. From left: Theodore Newhouse, associate publisher, Newhouse Newspapers; Teller Weinmann, president, Amfac Merchandising Corp., San Francisco; and John M. Campbell, president, Miller & Paine, Inc., Lincoln, Neb.

JOHN R. BROWN, city editor of the *Huntington (W. Va.) Advertiser*—named columnist for the paper. CHARLES E. BOWEN takes over as city editor.

## FoI fund raising committee named

Organization of a fund-raising committee for the Freedom of Information Center was announced at the University of Missouri-Columbia by the foundation's president, Dwight E. Sargent.

The 12-member committee will be chaired by John Seigenthaler, publisher of the *Nashville Tennessean*.

"For a long time, the Freedom of Information Center has provided a most valuable service by offering research papers, fact sheets and on-going reports that have been most helpful to many of us who deal with the news and First Amendment questions on a day-to-day basis," Siegenthaler said in Nashville.

"Dwight Sargent has asked me to serve on a committee to try to solicit support from those of us who benefit from the Center's good work."

Other committee members are: Hodding Carter III, editor, the *Delta Democrat-Times*, Greenville, Miss.; Joseph Costa, National Press Photographers Association, Texas Tech, Commerce, Tex.; Jack Craemer, editor and co-publisher, the *Independent-Journal*, San Rafael, Calif.; Robert H. Estabrook, editor and publisher, *Lakeville Journal*, Lakeville, Conn.; John Fischetti, cartoonist, *Chicago Daily News*, Chicago, Ill.; William Garrett, senior associate editor, *National Geographic*.

Mori Greiner, vicepresident of Scripps-Howard Broadcasting Co.; Daniel Kops, president, Kops-Monahan Communications, Inc., New Haven, Conn.; Ancil Payne, president, King Broadcasting Co., Seattle, Wash.; Sherrill Taylor, vicepresident, CBS radio, New York; and Seymour Topping, assistant managing editor, *New York Times*.

MICHAEL A. SHALHOUP, city editor of the *Nashua (N.H.) Telegraph*—to assistant managing editor. CLAUDETTE DUROCHER, city hall reporter—to city editor.

CLAYTON L. HALL, former circulation manager of the *Burlington (N.C.) Times*—named mid-Atlantic states sales rep for Hamilton Circulation Supplies.

FRED THOMAS, *Omaha (Neb.) World-Herald* environmental reporter—winner of the Nebraska Wildlife Federation's "Communicator of the Year Award."

HAROLD W. ANDERSEN, president of the *Omaha (Neb.) World-Herald*—named deputy chairman of the board of the Federal Reserve Bank of Kansas City, of which he is currently a director.

THOMAS P. MURPHY, of the *New York Times* circulation department—elected president of the Newspaper Guild of New York in union's first contested election in 24 years.

JUNE ORR NICHOLSON, formerly with the *Raleigh (N.C.) News & Observer*—named state capital correspondent in Richmond for the *Alexandria (Va.) Gazette*.

JOHN LYON KIDDE, director of international operations for Walter Kidde and Co., Inc.—named director of the *Passaic (N.J.) Daily News*.

*John A. Park, Jr.*

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LEWIS J. WEST, former general advertising manager of the *Chicago Tribune*—appointed advertising director of the *New York News*. He succeeds EDWARD F. KROEPKE, named marketing consultant to the general manager until May 1, when he will retire.

SUSAN A. SYDNEY, a copywriter with Ted Bates & Co.—married to DAVID B. McCALL, board chairman of McCaffrey & McCall Inc.

ANNE C. WYMANN, 45, former travel editor and member of the editorial board of the *Boston Globe* since October, 1970—promoted to editor of the paper's editorial page, succeeding CHARLES L. WHIPPLE.

Employees in 6 departments of the *Chicago Sun-Times* and *Chicago Daily News* were honored January 18 at the newspapers' service recognition dinner with 1974 Marshall Field Awards for outstanding service to the papers.

The 9 recipients are: Thomas J. Moore and Edward T. Pound, Sun-Times reporters; Phillip J. O'Connor, Daily News reporter and rewrite man; Irene Hoppenjam, treasurer of the employees' credit union; William P. Lax, classified sales development manager; Thomas E. Rice, assistant superintendent composing; Raymond E. Hogan, assistant chief electrician; Kenneth D. Welch, Sun-Times assistant city circulation manager, and Belden S. Goldman, Daily News circulation.

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# Merchants expect tough 1975, stress need to advertise

By Darrell Leo

This year's National Retail Merchants Association convention held in New York on January 5-8 gave members of newspapers, tv and radio stations a chance to tell the department and specialty stores what they thought. But it also gave the retailers a chance to say what they had on their minds concerning advertising.

Here's a cross-sampling of what leading retailers expect in the way of advertising and marketing for the coming year:

**Robert Sakowitz**, president, Sakowitz Inc., Houston: "A store's job is to cull information and merchandise from all over the world and then edit it in terms of the way people live in the specific area that store serves. In the near future, I think more stores will use magazines, newspapers, tv, radio and direct mail to convey their message. But here again that which makes a store unique must be communicated successfully."

**Kenneth N. Dayton**, chairman of the board, Dayton-Hudson Corp., Minneapolis: "Boyswear used to be a wear-it-out or out-grow-it business. But every sign is telling us that boys today are positively hungry for what is new and exciting—hungry for fashion. If you properly explode this developing fashion trend, you are going to force retailers to give you a much bigger chunk of investment: More space, more fixtures, more inventory, more advertising."

**Thomas M. Macioce**, president and chief executive officer, Allied Stores Corp., New York: "You communicate with your customers through the news media, tv and direct mail but do it in a language they can understand and are interested in and in a language that will motivate them. In meeting the desires of your customers and making an effort to cater to their needs and doing things which will stimulate and please them you are indeed performing a service to your fellowmen."

"The young people and other activists create excitement wherever they go and whenever they take action. You should create the same kind of excitement among your customers. You should stimulate their interest. They should talk about your store, they should take action when they are in your store in the form of purchases and you should have the kind of store which is an exciting store and which will result in increased sales which lead to increased orders, which lead to increased production, which lead to increased jobs."

**S. Miller Harris**, president, Eagle Shirtmakers Inc., Quakertown, Pa.: "... part of my strategy for at least the first six months of this year would be to keep my inventory liquid enough to take advantage of targets of opportunity. The slough-off of retail re-orders and fill-ins beginning in October has created inventory problems of varying degrees for most manufacturers. From among promotional goods offered, I must select only those in keeping with my store's personality and long

range goals. I will need the adrenalin of promotions in this period but they need not be low end. Price is no object if the quality, the look, the value is there. The consumer is hip today and 'Famous Brand' advertising may not be enough. I would insist on using the label in my advertising, but I would handle it in such a fashion that I enhance my commitment to that resource rather than down-grading it."

**Peter G. Scotese**, president, Springs Mills Inc., New York: "... we are basing our 1975 expense budgets on our minimal expectations for sales and profits. We are concentrating on liquidity rather than sales and profit growth, in order to avoid catastrophe if things really go to hell in a hurry... we have become extremely cautious on debt and on the launching of new ventures. The cost of money is high, so the potential payout has to be very, very high—and the risk must be very, very low. This is limiting bricks-and-mortar expansion in textiles."

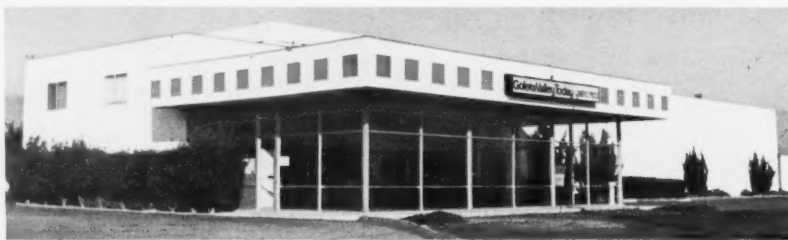
**Melvin Schiffman**, executive vicepresident, May Co., Los Angeles: "Concerning

advertising, my overall objective is to convert a primarily print ad department into a full in-house agency capable of producing direct mail, radio, radio and tv as well." He also called newspapers a "support media," adding that the *Los Angeles Times* might be number one for his area, but that "it's not the only game in town."

**Art Rogers**, vicepresident of sales promotion, Prange's, Green Bay, Wis.: "1975 looks like it may be our toughest year yet—and that means all of us are going to have to make our sales promotion budgets pull harder and sell more."

**Peter Polk**, merchandise manager, Weinstock's, Sacramento: "In order to understand and serve today's educated customer, we must realize the significance of communications, radio, tv, newspapers and magazines. Fashion information reaches to the hinter lands quickly whereas many years ago our areas were more or less considered in the backwoods; today they are at the forefront and many fashion changes and innovations take place more rapidly... than they might in some of the larger cities."

"... retailers today must study both the demographics of their areas and the psychographics in order to be successful. Psychographics concern marketing, approaches to customer modes and attitudes; demographics—by make up by age—sex, ethnic group, etc. of marketing area."



## Calif. daily moves into large quarters

*Goleta Valley Today*, a Monday-through-Friday morning daily newspaper in Goleta, California, recently moved into facilities that give it more than four times the space it previously had.

The move, from a 5,000-square-foot building in the older section of downtown Goleta to a more central location in Goleta Valley, was accomplished over one weekend without missing publication of a single issue, according to Alvin J. Remenga, publisher.

The new building, which was originally constructed for an automobile agency, gives the newspaper nearly 20,000 square feet of floor space on a land site that includes 120,000 square feet of space with spacious parking facilities.

The new location houses South Coast Publishing, Inc., the newspaper's parent corporation and its property management division; *Goleta Valley Today*; Campus Press, the firm's offset printing division; and the *South Coast Shopping Guide*, a weekly advertising edition circulated throughout the Goleta Valley, Summerland, Montecito and Carpinteria.

The new building is located at 6464 Hollister Ave., the main surface thoroughfare through Goleta Valley, and the site also is adjacent to the Hwy. 101 freeway.

The publishing firm's move to the new location was accomplished over the weekend of December 7 and 8, with the exception of the newspaper's rotary press which was moved four days later.

## Lavine group buys 4th Wisconsin daily

Lavine Newspaper Group, Chippewa Falls, Wis., has acquired the *Shawano* (Wis.) *Evening Leader* from Mrs. Jeanne Donald. The paper was sold to John M. Lavine and David Carley. Lavine is publisher of three other Wisconsin daily newspapers at Chippewa Falls, Portage, and Baraboo. Carley is a Madison businessman and industrialist. Carley was named chairman of the *Evening Leader* Company Inc., and a member of the corporation board of directors. Lavine becomes publisher and president of the company. The sale took place December 30, 1974.



## Retail ad war

(Continued from page 14)

impressions for the same cost of newspapers alone.

### Ready to fight

Meanwhile, TvB—evidently ready to fight—had its dander raised over a recent statement by Jack Kauffman, NAB president. Kauffman said in a story in E&P that, "Broadcast salesmen are pitching retailers with a whole new lexicon of pseudo-scientific jargon that may mislead retailers into believing that broadcast is the modern way to reach customers." (E&P, January 4)

This week, TvB retaliated with a quote of its own, although the TvB spokesman would not attribute it. The spokesman told E&P, "If salesmen are pitching retailers with a whole new lexicon of pseudo-scientific jargon as NAB claims, then television wouldn't be getting so much attention from retailers and the NAB.

"It's television's ability to generate retail sales that has newspapers and the NAB on the run," he continued.

TvB's stated goal is to increase its billings from \$4.5 billion to \$8 billion by 1980—most of it coming from the retailer.

It is estimated that in 1974 retailers spent over \$6.5 billion in newspaper advertising, according to NAB. That's six times more in newspapers than radio, six times more in newspapers than tv and almost three times as much money than invested in all other major media combined.

According to NAB, "Department stores traditionally rely on newspapers. Because they measure advertising results on their cash registers, department stores invest approximately 80% of their advertising dollars in newspapers.

NAB also said that drug stores invest 75% of their advertising in newspapers. For other categories, it was 65% furniture, 86% for women's specialty stores.

## Two women run bureau for Connecticut papers

Twenty-five Connecticut daily and weekly newspapers will be receiving coverage of the General Assembly this year through the Connecticut State News Bureau. Founded in January, 1973, the bureau is headed by Gail Collins, who has worked as a reporter for papers in Wisconsin, Massachusetts and Connecticut, and by Peggy McCarthy, assistant bureau director, and formerly a reporter for the *Bridgeport Post* and radio stations in New Haven Hartford. Ms. Collins said the bureau stresses "locally-oriented news stories, following the performance of delegations from each paper's circulation area, and bills of interest to communities."

EDITOR & PUBLISHER for January 25, 1975

## Press group in S. C. to take news complaints

The South Carolina Press Association has created a five-member ethics committee to look into grievances against newspapers and newspaper people.

Although exact procedures have not been established the committee chairman, Arthur Wilcox, editor of the *Charleston News Courier*, said he expected the committee would hold public hearings and write a report on each investigation.

Wilcox said he expects his committee to shy away from cases involving libel and to concentrate on questions of accuracy, fairness and balance in news presentation.

In addition to Wilcox, the committee includes Hubert Hendrix, editor of the *Spartanburg Herald*; Wightman Smoak, editor of the *Walterboro Press and Standard*; Roger Sovde, general manager of the *Rock Hill Evening Herald*, and Clark Surratt, reporter for *The State* newspaper in Columbia.

## Ad rep appointed

Mathews Shannon & Cullen Inc. has been named by the *Malone* (N.Y.) *Telegram*, *Niagara Falls* (N.Y.) *Gazette*, and the *Owosso* (Mich.) *Argus-Press* as their representatives for the sale of national advertising.

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But to fully appreciate what the Comp/Set 500 phototypesetter can do for you, you really have to see it in action—and try it for yourself. Call your local VariTyper Sales Office, or write VariTyper Division, 11 Mt. Pleasant Avenue, East Hanover, N.J. 07936, to arrange a demonstration.

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What more do you want?"

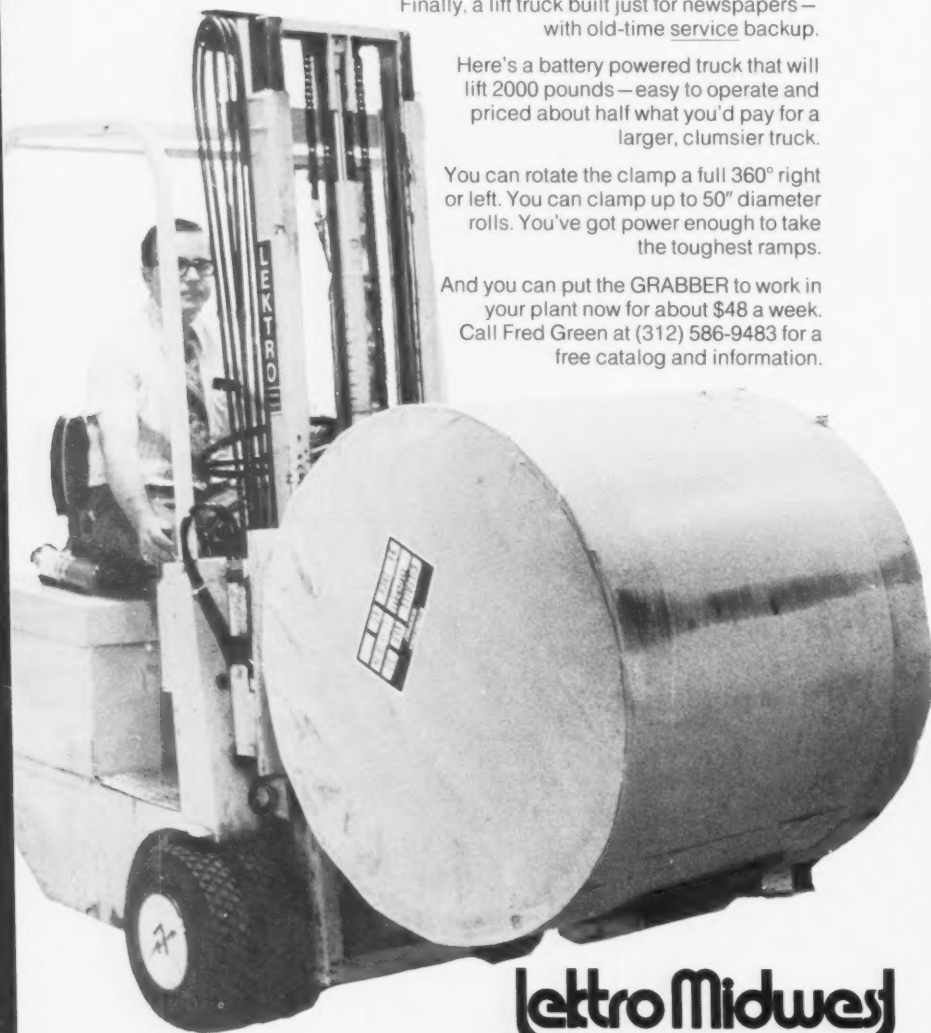
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Boccardi

Pendergast

**TOP-LEVEL PROMOTIONS**—Thomas F. Pendergast, 42, director of personnel and labor relations for the Associated Press, was named vice-president and assistant general manager. Louis D. Boccardi, 37, executive editor, was named a vice-president and assistant general manager and will continue to be the chief news executive. Pendergast joined the AP at Chicago in 1955 following news work on the *Hinton* (W. Va.) *Daily News* and two years' service as a journalist in the U.S. Navy. Boccardi joined AP eight years ago from the *New York World Journal Tribune* where he was assistant managing editor when the paper folded. Prior to that he was assistant managing editor of the *New York World-Telegram & Sun*.

## Astrology writer, Cullen S. Moore, dies

Cullen S. Moore, who for many years syndicated a half-dozen newspaper columns in the field of astrology, died January 20 in New York City. Her husband, Wickliffe B. Moore, is the retired president, chairman and chief executive officer of Price Paper Corporation.

Mrs. Moore, also an advocate of press freedom, wrote against suppression of press freedom in Argentina and co-authored a television drama, "Slow Assassination: Peron vs. La Prensa" in 1957.

The columnist came from Anderson, South Carolina and a newspaper family background—her late father, G. Cullen Sullivan, having been mayor of Anderson and founder and editor of the *Anderson Daily Mail*. Mrs. Moore's columns were syndicated through her own Cullen Moore's Studio to more than 50 newspapers which she once described as an ideal number for her personalized reader service. The columns, including "Stars and Lovers", "Moon Messages", and "Stars and Fashion", also grew out of her family background, since her mother who died when Cullen was 14, left a legacy of occult books and intense curiosity about the unknown.

## Knight-Ridder shuts down Fla. weekly

The weekly, *Orlando* (Fla.) *Citizen News*, in Knight-Ridder's Suburban Newspaper division, was shut-down December 25, 1974, because of present economic downturn.

The weekly, published in Longwood, 12-13 miles north of Orlando, was started three years ago. Equipment has been moved to other properties, and the paper's manager Al Scuito has been transferred to Coral Gables' operations.

## Circulation

# Best carrier incentives are 'ego-satisfying'

By Gerald B. Healey

A study directed by an assistant professor of business administration at Indiana University at South Bend has turned up a high ratio of newspaper carriers who identify intangible incentives as being most important to them in their work.

John Withey, who set out to discover what motivates carriers, discovered this in measuring and comparing the effectiveness of various motivational forces.

He found that carrier motivation is the result of three interacting forces: Desire for money and increased profits; premiums and prizes—tangible, but non-financial rewards, and intangible incentives—prestige, status and the ego satisfying dimensions of bettering competition. These intangibles include largest routes in a district, public recognition for attracting new customers.

The study's purpose was to look for possible correlations between carrier performance levels and alternative motivational devices.

Five hundred carriers selected from seven urban sales territories of a medium-size midwestern newspaper provided information regarding the motivating power of the different types of promotional tools. Company records provide the data on carrier performance.

The ratio of new starts to number of available non-subscribers over a 5-month period was used to measure carrier performance. Personal interviews, with an accompanying questionnaire, allowed each carrier to rank the 3 primary motivating factors in their order of importance.

### True across all levels

The largest number of identified intangible incentives as being most important. This was true across all performance levels. More than 50 percent of all carriers said they preferred status-providing incentives above profit or premiums. Regardless of whether the carrier had been a marginal, adequate or high performer, more often than not he showed a marked tendency to be influenced by intangible, ego-satisfying rewards.

More importantly, Withey said in a review of the study, those carriers that had demonstrated superior performance during the 5-month test period were even more decided in their pursuit of prestige-generating incentives. In the higher performing group, those preferring intangible rewards outnumbered the profit and premium seekers by 3 to 1.

In the middle and marginal ranges of performance the ratio was closer to 1½ to 1. (In all performance groups, profit was seen as slightly more attractive than premiums).

Withey believes the message to be taken

from the study is clear. Circulation managers are well advised, he said, to lend more attention to motivating carriers with intangible rewards. Innovative and creative ways to recognize superior carrier performance will be most effective.

Withey added that suggestions might include:

- 1) Newspaper pictures and/or statement of performance record.
- 2) Direct correspondence with subscribers about carrier achievement.
- 3) "Chevron" or merit badge for display on newspaper bags attesting to the achievement of various performance goals.
- 4) Plaques displayed in circulation office.
- 5) Charts and graphs prominently displayed

played in sub-stations which rank carriers by certain performance standards.

### Creativeness a factor

"Given specific goals by management," Withey said, "such a list is limited only by the creativity of its author. Significant is the fact that this sort of performance motivation holds more weight with the carrier than a few pennies additional profit margin or multi-page booklets describing the number of points necessary to win a model airplane or catcher's mitt."

There is no doubt that profit attracts the carrier when he obtains or is seeking the opportunity to deliver newspapers.

But in encouraging the carrier on to new and higher levels of performance it appears to Withey on the basis of the study that profit and premiums take a back seat to less tangible rewards and incentives.

## Re-cycling plant delayed

MacMillan Bloedel has delayed construction of a proposed \$50-million newspaper recycling plant in the San Francisco Bay area until economic conditions improve.

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We have qualified buyers for your newspaper. At top dollar.

But frankly, we don't know how long this seller's market is going to hold, with newsprint and other costs increasing.

We would like to talk to you, without obligation, and in the strictest confidence, about the value of your newspaper, and your chances of selling.

If you're even a little bit curious, pick up the phone now and call or write Conway C. Craig, or Don Malcolm.



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Doubleday Media

Brokers of Radio, TV, CATV and Newspapers  
Newspaper Specialists: Conway C. Craig and Don Malcolm

## 55,000 enrolled in j-school; 52% majoring in news-editorial

The number of journalism students in American universities has surpassed the 55,000 mark, a 13.8 percent increase in a year, according to the latest survey by *Journalism Educator* magazine, published by the Association for Education in Journalism.

The survey, showing a three-year enrollment jump of 43.3 percent, was conducted by Prof. Paul V. Peterson of Ohio State University.

"Watergate got a lot of young people interested in the news media," said the magazine's editor, LaRue W. Gilleland, a professor at the University of Nevada, Reno. "They're coming into journalism because they think that's where the action is."

Gilleland said journalism is growing

more than three times faster than the average for all other academic disciplines, which reported a 1973-74 increase of four percent. The journalism enrollment figure, 55,078, is for four-year colleges and universities. It represents an increase of 6,751 over the previous year.

While the number of journalism students continues to rise sharply, the percentage of women enrolled remains about the same, the annual study showed. In 1968, for example, 39.9 percent were females, compared to 39.3 percent in 1974.

About 52 percent of students in the four major sequences concentrated in news-editorial work. The radio-television sequence had 20.3 percent, advertising 18.7 percent, and public relations 9.2 percent.

## Boston, N.Y. dealers win Dandy awards

Automobile dealers in New York and Boston took first place honors for the best single ad by an individual dealer in the second annual Dandy awards competition, sponsored by the Newspaper Advertising Bureau Inc.

Presented at the National Automobile Dealers Association convention in San Francisco, the awards honor both auto dealers and dealer associations for outstanding display advertising in daily newspapers.

In the single ad category for dailies with 100,000 and over circulation, the winners were Grand Ford, New York, and Kevin Delaney Pontiac, Boston. Agency for Grand Ford is the Gallagher Group. The *Boston Globe* prepared the ad for Kevin Delaney.

Other first place winners included:

Best campaign by an individual dealer in dailies (100,000 or over): Frank Kent Cadillac, Fort Worth, Tex., Jerre R. Todd & Associates (agency). Best campaign (under 100,000): Petersburg (Va.) Ford; Brand-Edmonds and Bolio (agency).

Best dealer association ad: Santa Clara County Calif., Chevy Dealers; Rock, Bergthold & Wright Inc. (agency). Best dealer association campaign: New Jersey Pontiac Dealers, Lois Holland Callaway Inc. (agency).

Best campaign by a dealer trade or multi-line group: Missoula, Mont. Dealers; prepared by the *Missoulian*.

Two special awards were also given. One went to the Collier Group of Birmingham, England for the best use of color in dealer display advertising. Prepared by Haddon Beardmore Ltd., it appeared in the *Birmingham Post*.

Fleischer Wilson Peck Inc., Butler, Md., won a special award for the best syndicated display campaign.

## New Windsor series

King Features has announced an eight-part serialization of "The Woman He Loved: The Story of the Duke and Dutchess of Windsor" for initial release February 23. The series is excerpted from the best-selling book by Ralph G. Martin and reveals new information about the historic romance.

## Feature format boosts weekend circulation

Concluding that people who make news—presidents, premiers, governors and mayors—like their weekends off, editors of the *Cincinnati (O.) Post* decided to change the publication time and the basic theme of the Saturday issue.

That was a year ago when it was determined that Saturday's big stories tended to be rewrites of Friday's big stories.

Some Saturday afternoon papers had switched their publishing time to Saturday morning. The *Post* decided to switch to a Weekender and circulation went from 218,973 to 229,695.

The idea that page 1 was open only for hard, late-breaking news was abandoned. Instead, the *Post* turned page 1 into a view behind the news. Profiles appeared on the front page, the downtown redevelopment progress was examined, the parking situation, federal foulups after a devastating tornado, how to save money buying groceries.

On the inside appears the run-of-news and summaries of events national and international. The same format was adopted for the sports pages.

Now the *Post* makes sure that because of changed weekend habits of readers all the news stories readers might have missed on Friday are printed again on Saturday in a different mode including the main stories of Saturday morning newspapers.

## Gannett funds fellows in Asian cultures

A fellowship program in Asian studies for professional U.S. journalists has been established by the University of Hawaii at Manoa, with funds provided by the Frank E. Gannett Foundation.

The program's purpose is to give mid-career newsmen a chance to gain a broader base of understanding of Asian cultures, institutions through advanced training in Asian studies.

The University has more than 300 active Asia specialists teaching more than 400 courses that are Asia-related. Language classes are offered in 18 major languages of East, Southeast, and South Asia.

Fellows are to be selected from applications. To apply the journalist must be working with at least three years of news experience. Recent journalism grads are also eligible to apply.

The basic stipend of \$12,000 for the year will be paid to the fellow in monthly amounts of \$1,000. Tuition and fees also will be provided for the academic year and summer session. Transportation is provided.

For further information write to: Gannett Fellowship Committee, Asian Studies Program, Moore Hall 315, 1890 East-West Rd., U. of Hawaii, Honolulu, Hawaii.

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Morning Evening Sunday

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## Nursing homes

(Continued from page 13)

more effective muckrakers are in exposing what has to be exposed, the closer we are to our aim. And by cooperating we can be more effective."

Hess told E&P: "My feeling is that if I had just contented myself with a brief series exposing the situation and dropped it, it would have been like so many other newspaper exposes—it would have had no lasting effect."

His boss Arthur Gelb agrees. "This is what true investigative reporting is—when a reporter, without subpoena power, can document a situation and is ahead of government. "Sixteen committees are using Hess's stories and following up his leads. "This is what good investigating reporting is all about," said Gelb. He said he doesn't think it is a good investigative story when a reporter just has a good source and tells what government is doing. He believes the press should strive to lead the way.

"Hess not only looked into what I asked—to find out if there is neglect in nursing homes and why—but he went way beyond," says Gelb. "He determined two things—Medicaid frauds, and the use of certain figures who monopolized the nursing home industry, people who bought and sold nursing homes like you would real estate." Gelb says Hess also determined that political influence was used, and that there were very important ties between nursing homes and political figures. Hess also tied in past investigations into nursing homes, and pointed out that they had been shelved without any action taken, and gradually the whole story unravelled which governmental agencies are getting into.

"Many other newspapers other than the Times have exposed bad conditions in nursing homes," said Hess. "But I felt it was necessary to address ourselves to why conditions were bad—why the laws were not enforced, and this led to my finding evidence of massive corruption and political influence, which I definitely believe to be a national pattern."

"My mother has a good nose for news, you could say," said Gelb.

## Copley suspends Seminar magazine

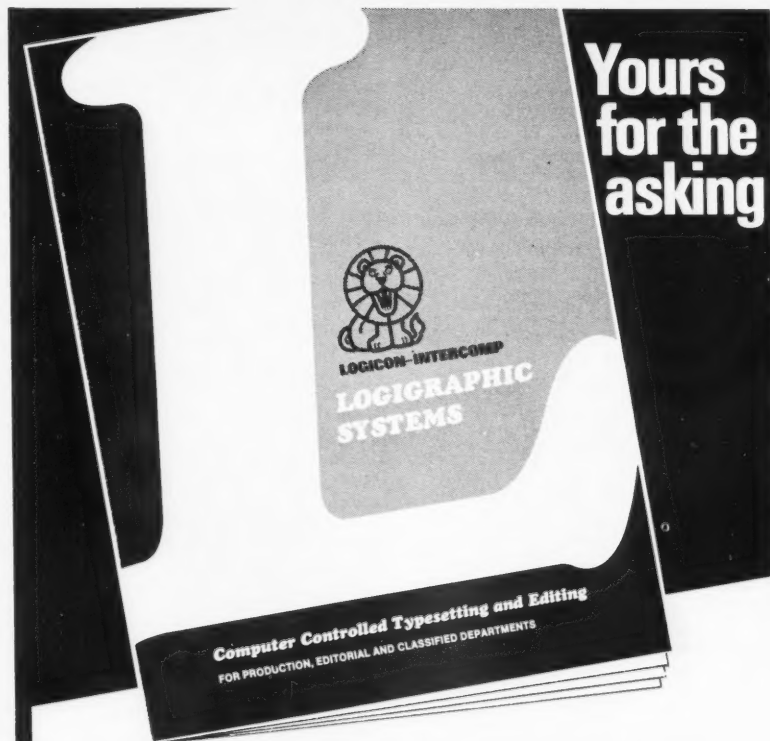
Seminar, a quarterly review for journalists by Copley Newspapers, suspended publication with its December 1974 issue, No. 34.

The editor, Lyle L. Erb, former corporate secretary of the Copley Press, Inc., left the company December 31.

He has established Associated Editorial Consultants and will publish a newsletter. "In Black and White," a biweekly guild for those who write, report and edit for publication.

AEC also will offer critical analysis of writing by mail as well as provide personnel for workshops, symposiums, seminars and lectures.

EDITOR & PUBLISHER for January 25, 1975



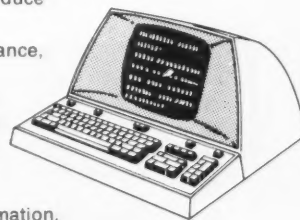
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4190

# CAMs brief ad agents on new buying services

By Darrell Leo

Newspaper classified ad managers and ad agencies which handle classified have always been at each others throat. Usually it's via the telephone. But this week both groups got a chance to meet face-to-face, exchange gripes and, in the end, learn a little bit about each other.

The event was the first meeting of the National Association of Recruitment Advertising Agencies held in New York on January 20.

Featured speaker was Ray Greene, vice-president of classified advertising for the Newspaper Advertising Bureau. He told some 20 agency executives that although the bureau and newspapers want to band together with the specialized agencies, "We must first know each other—our opportunities and problems, weaknesses and strengths."

## Four point plan

To set the mood of cooperation, Greene outlined four newspaper industry developments which will make the job of placing classified easier.

The first, he said, was a four point plan being developed by some newspapers in

the country. The plan, Greene said, was designed to reduce the aggravation that many agencies face when dealing with many different papers in several markets. The plan includes:

- tearsheet service, both prompt and efficient;
- 24 hour telecopier service, which will aid agencies in placing rush orders and making last minute corrections;
- acceptance of collect calls;
- installation of area wide WATS lines to help agencies get the answers to their telephone inquiries faster and cheaper.

## Uniform style

The second development, he said, was the Association of Newspaper Classified Advertising Managers (ANCAM) Uniform Style System which sets down five different points to standardize placement. Items when approved would unify the terminology "set solid," "display classified," "illustrated displayed," "classified display" and "color available in classified" for all newspapers.

Third, Greene said, was the development of the bureau's monthly classified lineage reports offered in four different regions. This aid, he added, would also break down the classified categories into automotive, home, merchandise, help wanted and leisure.

These reports are made with the aid of a computer within 30 days, bringing the fastest data possible to both CAMS and agencies, he said.

And finally, the bureau is preparing a one order-one bill system to place classi-

fied display on a national scale. With this development, said Greene, an agency can place one order for any number of papers and NAB will place the order and copy with one billing.

Initially the bureau will be charging 1.78% of the total bill costs. But Greene added, "If there is enough volume, we hope to eliminate that charge."

The bureau vicepresident also advised the new organization to set a strong code of ethics for their members. In terms of priority, he said, the bureau's concern is and always will be first for the reader, then the advertiser and finally the newspaper.

Greene also told the group to begin watching any legislation which may effect them, such as the Full Employment Bill. He said that although its name sounds promising, the bill is designed to kill the free enterprise system by establishing job placement nationally with a governmental agency, the U.S. Employment Services.

## Common problems

Advice, however, was not the only thing exchanged at the meeting. In morning sessions without the inhibition of newspaper representatives, NARAA members discussed not only organizational problems, but common work problems—most centered on newspapers.

Bernard S. Hodes, founder of the NARAA group and president of his own agency, told members "Right now, the whole field of newspapers is confusing. Newspapers all are changing to computers. And we've got to sit down and talk to them."

Among the common problems he cited were

- memorandum billings instead of a regular monthly billing;
- resistance to sending tearsheets as proof;
- rate increases where agencies are not notified and if notified not until the middle of a run;
- cash with order demands.

He added, "Many CAMS look at recruitment agencies as the step children of the business. We don't get their respect. Newspapers give us a feeling that we're being dealt with hostilely."

Another communications problem comes when an agency places a sales recruitment ad. "Some papers have restrictions, others just won't accept them. And some just don't know their own policy. The real problem is most agencies don't know who to talk to when they've got a classified question."

In the afternoon though, CAMs had their chance to retaliate, although most of them preferred to explain what was happening within the field.

## Classified technology

John Campi, *New York News* CAM, explained the new technology terms to the agency men. "Now more than ever the marriage between newspapers and agencies will be stronger due to computerization."

(Continued on next page)

## PLANNING ENGINEERING ARCHITECTURE For The Newspaper Publishing Industry

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## Buying services

(Continued from page 32)

"As good as scanners (OCR) are, they are only an intermediate source for us," he said. In the future, the flexibility of technology will lead to more complicated, more exotic machinery that will cut down cost and labor.

But, he added, "automation gives you control. What you see is what you will get. And automation will make the agency more important than ever before."

Eldred T. Garter, *Atlanta Journal-Constitution* CAM, explained the importance of the alphabetized help wanted section. He said it would make indexing very important to both agencies and their clients.

But with this it all boils down to one real desire, Garter said, "To make sure those ads get results."

"I fail to understand why agencies feel that the only good ad in a newspaper is the classified display ad," he said. "The classified is sought by the people you want to reach. It's the only ad that appears anywhere which is sought by people."

"Too many help wanted ads are written to unemployed people. These are not especially your best prospects. You have to write the best sales job and convince your best prospects he should leave his employer and go with you," he explained.

Marianne O'Neill, Community Newspapers of Long Island, N.Y., CAM, told the agency men, "We will never get married—you and I—unless you're willing to change some."

By change, she said she meant that agencies must begin to learn and understand what newspapers are trying to do. "So many of the agencies refuse to listen," she noted. "And unless you go back and educate your ace executives, we'll never get results."

## 25 staffers fired on weeklies owned by Gov. Scranton

Twenty-five staffers were fired December 25, 1974, from Greenstreet News Co., publisher of three weeklies, the *Abington* (Pa.) *Journal*; *Dallas* (Pa.) *Post* and *Mountaintop* (Pa.) *Eagle*.

The three weeklies are owned by William W. Scranton, and members of the former Pennsylvania governor's family. The papers have not published since December 25.

Not only are ex-employees up in the air, following abrupt holiday dismissals, but the papers seem to be hanging between owners. It has been confirmed by Bruce E. McCarthy, general manager of Greenstreet, for the last 18 months, that Scranton is selling the papers.

McCarthy, previously a staff aide to former New Jersey Congressman Charles Sandman and a friend of Scranton's right-hand man Jay Sasall, may acquire the newspapers. Sasall, who handled press relations for Gov. Scranton, when he sought the 1964 Presidential nomination, was formerly president of Greenstreet. Currently he is working with Gov. Scranton's strip-mining concerns in Kentucky.

J. R. Freeman, news director of the three papers was also fired. Freeman gained national recognition in 1967 with his expose of the public domain oil shale scandal when he owned and operated the *Frederick* (Colo.) *Farmer* and *Miner* (E&P, August 1969). Freeman received the Elijah P. Lovejoy Award for courage in journalism given by Southern Illinois University.

The dismissals forced employees to seek recognition through the Wilkes-Barre Newspaper Guild, Local 120. Employees

who had feared losing their jobs because of alleged losses suffered by all three papers, made the move to join the Guild as a security measure.

Staffers signed union cards around December 16, and were dismissed December 25 and 26. Guild sources have said there was no advance notice given and that in fact the notice to employees listed dismissals as of their last working day.

The outcome so far has been a complaint — an unfair labor practice charge filed against Greenstreet News. The company is charged in the complaint with dismissing employees for engaging in union activity.

Previously, the papers were owned by Henry N. Null, IV, when Freeman first took over as news director. Freeman said that around the first of 1971, William W. Scranton, III, the Governor's son fresh-out of Yale, purchased the weeklies, then called Northeastern Newspapers, Inc.

Scranton, III, operated the newspapers for two years. In 1973, Scranton, III, decided to go to Europe, where he became interested in transcendental meditation. He left management of the papers in his father's hands. Scranton hired Edward Bush as general manager, and he later was succeeded by Sasall and McCarthy.

Freeman said when staffers were dismissed, McCarthy said he had purchased the properties, but Governor Scranton disavowed the remark. Freeman said he called and wrote to the former Governor. However he said the Governor was busy at the time, "off skiing with President Gerald R. Ford."

The ex-news director also said he tried to contact former publisher-owner William, III, but he had no wish to be involved. He is now married, living in Wilkes-Barre, and is trying to introduce transcendental meditation into state government, according to Freeman.

The circulation of the three weeklies, combined is about 12,000. The *Post* and *Journal* have about 5,000 readers each and the *Eagle* has between 1,800-2,000.



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EDITOR & PUBLISHER for January 25, 1975



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# Tax rebate won't help, newsman tells retailers

By Daniel L. Lionel

Since the first half of the \$12 billion dollar tax rebate proposed by President Ford won't be in the hands of the consumer until sometime in May, Leonard Silk, editorial board member of the *New York Times* told several hundred retailers that it didn't require a top economist to point out that from January to May is a long stretch for a retailer.

"And even then," Silk, speaking on the morning the President presented his State Of The Union message said, "most of the money will go to people in the middle and upper income brackets who according to a Times survey, prosperous individuals, would probably save all or part of it."

Silk was the kickoff speaker at a retail seminar presented by the Newspaper Advertising Bureau at the Biltmore Hotel in New York under the joint sponsorship of the *Bergen Record*, *Newsday*, *New York News*, *New York Post*, *New York Times* and the Westchester-Rockland Newspapers. Following his talk the group was shown the Newsprint Information Committee sponsored study, "Shoppers On The Move" and an updated version of another Bureau presentation, "Creativity in Retail Advertising".

While Silk was also critical of the proposed \$4 billion in tax credit for manufacturers who make capital improvements saying that companies with present excess capacity aren't going to expand just to earn a tax credit, he reserved much of his criticism for an area which he said could have an immediate and direct effect upon business in general and retailing in particular—namely the "shuffle of money" involved in the President's \$30 billion energy program.

"The increase in tariff on oil imports plus the lifting of controls on domestic

oil," he said, "would result in a general blend averaging a 60% to 80% increase in the cost of a barrel of crude." The inflationary impact of such an increase, he pointed out, would be felt in prices of plastics, clothing, food, fertilizer, public utilities, etc. with gasoline prices expected to go up from 10¢ to 15¢ per gallon.

And while Silk provided a bit of light at the end of the tunnel for the retailers predicting that there would be a "flattening out" of inflation toward the end of the year, he labelled the overall effect of the President's program as "an inadequate economic stimulus".

Following directly on the heels of Silk's estimate of soaring gasoline prices came the Bureau's pitch "Shoppers On The Move" based on the study conducted last Spring involving 18,000 interviews in key U.S. markets (E&P, Jan. 11). The survey adduced the fact that the family car has placed even fairly far from home shopping places within striking distance of the consumer, 44% of whom travel five miles or more to purchase general merchandise.

Despite the increase in gasoline prices which may occur as a result of the energy program, Leo Bogart, NAB's executive vicepresident who shared the podium with E. Lawrence Goodman, vicepresident-department stores, said that patterns of movement are so important to the life style of American families that they would offset the climb in gasoline prices.

Ohrbach's advertising director, Hy I. Leder to whom he spoke after the meeting was in complete agreement with Bogart's assessment of the impact of gas prices on suburban shopping patterns. With 5 of Ohrbach's 6 metropolitan area outlets located in the suburbs, the store is heavily dependent upon car use. Leder said initially there might be a slowdown in car use. "But the American public has, in recent years, been absorbing so many changes, that they'll take this one in their stride and adjust to it." He said, "For a while they'll be very, very frugal and careful about driving but then, the husband is going to say "What the hell"

and they'll revert to their normal life style."

Based on the 1974 energy crunch when cars were lining up around the gas pumps, Leder said the adjustment would take the form of car pooling for shopping trips and possibly there would be one trip where formerly there had been two.

Asked whether the economic outlook for '75 with the impending fuel crunch would affect Ohrbach's advertising, Leder pointed to the "Shoppers On The Move" study and said that because only 95 women out of 1000 shoppers look at women's outerwear, for example, and only 37 out of 1000 make a purchase, "we have to keep our merchandise offers in the public eye to attract as broad an audience as possible every day."

Ohrbach's puts the bulk of its advertising dollars into newspapers using virtually every metro and suburban newspaper in its trading zone. "We're not worried about duplication," he said. "It's nice to know your message hits home in two places." Ohrbach's continued growth, even in tough 1974 says something about a retailer who applies the principals outlined in the Bureau's presentation. Incidentally, Ohrbach's manages to fill its shopping aisles in widely separated stores without even a 10-second tv spot.

## Consultant creates two new awards for reporters

Two new awards competitions, one in reporting and one in photography, have been announced by Newspaper Editorial Workshop Services, 2720 N. Swan Rd., Tucson, Ariz. They are open to all reporters and photographers for U.S. daily and non-daily newspapers of general circulation. Plaques and certificates will be awarded.

The reportorial contest is named the Herbert Bayard Swope Memorial Awards. The photographic contest is named the Edward Steichen Memorial Awards.

Entries are now being accepted in the seventh annual Edmund C. Arnold Awards in newspaper typography, sponsored by Newspaper Editorial Workshop Services, a consulting firm. The contest is the only national-level competition in typography, open to all U.S. daily and non-daily newspapers of general circulation.

## Contempt proceeding recessed by judge

Erie County Judge William G. Heffren recessed the contempt proceedings against the *Niagara Falls (N.Y.) Gazette*, for publishing a grand-jury report, previously ordered "sealed forever," at a hearing January 16. (E&P, Jan. 18)

The judge, Devivo indicates, recessed the matter until February 4. He said the newspaper's attorneys were to receive the papers January 20, and would have a week to reply.

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# Newsprint supply to remain short, says mill exec

By Gerald B. Healey

• Newsprint demands in 1979 and 1980 will exceed net supply by 100 million tons and there will also be shortages in the interim years of 1975-78.

• The cash need for newsprint mill expansion is 1 billion dollars, with no assurance if that amount is forthcoming that the entire sum will go for mill expansion.

• The long term debt of newsprint manufacturers which amounted to \$2 billion in 1965 had risen to \$5 billion in 1973 at higher interest rate than in the 60's.

• How corporate earnings of paper manufacturers are spent will be vitally important over the next few years.

These items were left for members of the Great Lakes Newspaper Production Conference to mull over by W. E. Patte, vicepresident of Consolidated Bathurst Pulp and Paper Limited during the GLNP conference at Chicago January 18-21.

Doubt was expressed by Patte that newsprint mills can expand fast enough or soon enough to supply before 1980 what is expected to be growing needs by newspapers.

"There might be some feeling that the newsprint shortage is about over," Patte said during a talk on the change to 30-pound and lighter weight paper. "This is not so."

He said that net supply by 1979-80 will be 11½ million tons while the projected demand by those years will have reached 12,400,000 tons in 1979 and 12,900,000 tons in 1980.

Conversion to use of 55-inch rolls, which is being planned by many newspapers, will mean thousands of tons of newsprint savings, reducing newsprint shortages to an appreciable extent, especially should the move to narrower rolls become almost universal, Patte said in response to a question from the floor.

The same is true of the use of 30-pound paper (some newspapers are using even lighter weights) but there still are many papers using 32-pound rolls. The latter is true chiefly, however, in foreign countries where 32 pound paper contains large amounts of recycled newsprint, he said.

Patte posed the question: "If mills do get more money with which to operate what is going to make newsprint expansion so attractive?"

He explained that lowering the basic weight to 30 pounds and in some cases to 28 and 26 pounds was a vital move in relation to the cost of producing rolls and meant savings of 6¼ percent in wood cost for Canadian mills. The lighter weight factor has slowed the escalating costs of wood, has resulted in the reduction of tree consumption and improved the competitiveness of wood fibers for newsprint. At the same time the urgency for non-wood fibers has been greatly reduced.

Also, Patte said, reduced bulk gives higher pagination potential and increased storage capacity, more running time per roll and fewer paster breaks per issue; fewer rolls need to be made-ready, and paper waste is reduced. These factors are apart from the savings in postal rates and truck hauling and lighter loads for carriers.

Switching to offset and plastic plates also has added to the more effective use of lighter weight papers.

And there won't be any swinging back to 32-pound paper, Patte said. Use of 28-pound paper is definitely on the horizon and many newspapers are using that weight at present. More research is needed on the effectiveness of 26-pound paper but future moves to that poundage is not remote.

## Water-based inks

Inks of the future will be water-based or of the water-emulsion type especially if oil costs remain at their present high levels or are increased, according to H. J. Hanna of Inmont Canada Limited, ink manufacturers. There needs to be further study of how to keep the water in emulsions from separating at various temperatures since water reduces the amount of ink penetration on newsprint.

If oil prices are again increased water-based inks could become more of an attractive item, Hanna said.

Offset methods and plastic plates have helped in maintaining greater ink mileage. Hanna urged that precise press settings be adhered to in order to drive full value from increasing ink prices.

Fred Paul, assistant production manager/engineering, *Chicago Tribune*, urged that in conforming with OSHA requirements it is appropriate that the engraving department be checked first, since, "unfortunately, the engraving room is one of the more frequently cited rooms in the newspaper business."

As for pressrooms, he said the one thing that is clear is the Department of Labor will not ease off on its noise regulations; on the contrary, regulations may get tougher. If this happens, the costs for bringing equipment into compliance may become astronomical.

Regrets were expressed by Great Lakes officers and exhibitors that this year's registration fell off to 400 (not including exhibitors) from 700 in 1973. The drop was attributed to the conference running too close to the recent Print 74 exhibition in Chicago and the tendency by many newspapers to send fewer personnel to Great Lakes because of the general economic squeeze.

The relatively sparse attendance will result in a study during this year by Great Lakes officers and directors of whether regional production or mechanical meetings are falling from favor and how to make them more attractive to newspaper production people.

Larned Snow of Springfield (Ohio) Newspapers, Inc. was elected president of the conference. He will hold office until January, 1976.

## Past Week's Range of Stock Prices

NEWSPAPERS		
Affiliated Publications (AMEX)	1/7	1/21
American Financial Corp. (OTC)	5/2	5/2
Booth Newspapers (OTC)	9/4	9/6
Capital Cities Comm. (NYSE)	15	15 1/2
Com. Corp. (OTC)	23 1/2	23 1/2
Cowles Comm. (NYSE)	2/4	2/4
Dow Jones (OTC)	4/6	4/6
Downe Comm. (OTC)	16 1/4	19 1/4
Gannett (NYSE)	2/2	2/6
Gray Comm. (OTC)	25 1/4	25 1/6
Harle Hanks (NYSE)	7	7
Jefferson-Pilot (NYSE)	6 1/2	8
Knight-Ridder (NYSE)	31 1/4	30 1/2
Lee Enterprise (AMEX)	15 1/2	16 1/2
Media General (AMEX)	12 1/4	13 1/2
Multimedia (OTC)	18 1/2	21 1/2
New York Times (AMEX)	10	10 1/2
Panax (OTC)	7 1/4	9
Post Corp. (WISC.) (OTC)	1 1/4	1 1/4
Quebecor (AMEX)	6	6
Spaidel (OTC)	7 1/2	6 1/2
Thomson Newspapers (CE)	10	11 1/2
Time Inc. (NYSE)	10 1/2	11 1/4
Times Mirror (NYSE)	29 1/2	29
Toronto Star (CE)	12 1/4	12 1/4
Washington Post (AMEX)	8 1/2	10 1/4
	18 1/2	18 1/4

SUPPLIERS		
Abitibi (CE)	9/4	9/6
Addressograph Multi. (NYSE)	3/6	4/2
Altair (OTC)	1/4	1/6
Ball Corp. (NYSE)	12/2	12/2
B. C. Forest (CE)	10/2	11/6
Berkey Photo (NYSE)	2/4	2 1/4
Boise Cascade (NYSE)	11 1/2	12 1/4
Compugraphic (AMEX)	10	11 1/2
Compuscan (OTC)	5/4	6/6
Crown Zellerbach (NYSE)	24 1/2	26 1/4
Cutter-Hammer (NYSE)	15 1/2	20 1/2
Dayco (NYSE)	12	12 1/2
Digital Equipment (NYSE)	49 1/2	50 1/2
Domtar (AMEX)	18 1/2	18 1/2
Dow Chemical (NYSE)	55 1/4	54 1/4
Dymo (NYSE)	6 1/2	6 1/2
Eastman Kodak (NYSE)	64 1/2	63 1/2
Ehrenreich Photo (AMEX)	3 1/2	4
Eltra (NYSE)	21	24 1/2
General Electric (NYSE)	35 1/2	34 1/2
Georgia Pacific (NYSE)	29 1/2	32 1/4
Grace W. R. (NYSE)	23 1/2	23
Great Lakes Paper (CE)	16 1/2	15 1/2
Great Nc. Nakosa (NYSE)	29 1/2	29 1/2
Harris Corporation (NYSE)	15	16 1/4
Inmont (NYSE)	5 1/2	5 1/2
International Paper (NYSE)	36 1/2	35 1/2
Itak Corp. (NYSE)	6	6 1/2
Kimberly Clark (NYSE)	25 1/4	26 1/2
Log Etronics (OTC)	2/4	2 1/2
MacMillan, Bloedel (CE)	22 1/2	23 1/2
Milgo Electronics (AMEX)	9	10 1/2
Millmaster Onyx (AMEX)	7	7
Minnesota Min. & Mfg. (NYSE)	44 1/4	45 1/2
Optronics International Inc. (BSE)	4/2	3/2
Richardson (NYSE)	10/2	10 1/2
Rockwell Intl. (NYSE)	19 1/4	19 1/4
Singer (NYSE)	12 1/2	12
Southland Paper (OTC)	14	14
Southwest Forest Ind. (NYSE)	5/4	5 1/2
Sun Chemical (NYSE)	10 1/2	10 1/2
Sun Chemical (NYSE)	10 1/2	10 1/2
White Consolidated (NYSE)	9 1/4	10 1/2
Wood Industries (AMEX)	3/6	4

ADVERTISING AGENCIES		
Batten, Barton, Durstine, Osborn (OTC)	11 1/2	12 1/4
Doremus (OTC)	6	4 1/4
Doyle, Dane, Bernbach (OTC)	6 1/4	7
Foots, Cone, Belding (NYSE)	6 1/2	6 1/2
Grey Advertising (OTC)	6 1/2	6 1/2
Interpublic Group (NYSE)	9 1/2	10 1/4
Needham, Harper & Steers (OTC)	4/2	4 1/2
Ogilvy, Mather (OTC)	12 1/4	12 1/4
J. W. Thompson (NYSE)	4 1/2	5 1/4
Tracy-Locke (OTC)	5/4	5/4
Wells Rich Greene (NYSE)	8/2	8 1/2

## McAllister to succeed Kinley at Parade

Daniel D. Kinley, president of Parade, will resign effective June 30 it was announced by Arthur H. Motley, Chairman and Chief Executive Officer.

Succeeding Kinley in his general management responsibilities will be James M. McAllister who was named executive vice-president last November.

McAllister joined Parade in its Chicago office in 1948. Since then he has been in a variety of advertising-sales and sales-management positions. He moved to New York in 1972 as advertising director.

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### COMIC STRIPS

WHODUNIT COMIC STRIP—Super detective daily strip. Superbly illustrated with rates any size paper can afford. FREE SAMPLES! Adventure Feature Syndicate, 6051 Scenic Ave., Hollywood, Calif. 90068.

### HUMOR

WEEKLY FEATURE, "Say, Senator." \$12.50 monthly. Free samples. Kurt Johnson, P.O. Box 603, Round Rock, Texas 78664.

### SAVING MONEY

#### "MONEYSAVERS"

Each weekly column shows 5 easy ways people can get more for their money. Perfect for consumer, lifestyle or food pages. Samples. Creative Communications, 43 Picturesque Dr., Rochester, N.Y. 14616.

### TV LOG

#### COMPLETE TV LOG AND EDITORIAL SERVICE

Local listings, feature material and program notes, as well as pictures; typeset and camera ready each week. Tel-Aire Publications, 2112 McKinney, Dallas, Texas 75201.

### WEEKLY FEATURES

FUNNY OFFSET CARTOON PANEL. Outdoor type for family reading. FREE SAMPLES. SIERRA FEATURES, P.O. Box 740, Grass Valley, Calif. 95945.

## ANNOUNCEMENTS

### NEWSPAPER APPRAISERS

APPRAISALS FOR ESTATE TAX, partnership, loan, depreciation and insurance purposes. Sensible fees. Brochure. Marion R. Krehbiel, Box 88, Norton, Kans. 67654, or Robert N. Bolitho, Box 7133, Shawnee Mission, Kans. 66207.

### NEWSPAPER BROKERS

SYD S. GOULD ASSOCIATES, "the broker with instant buyers" SALES, SERVICE, MANAGEMENT Mobile, Ala. (205) 666-0893 5464 Government Blvd.

### BILL MATTHEW COMPANY

Conducts professional confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (813) 446-0871 day-time; (813) 733-8053 nights; or write Box 3364, Clearwater Beach, Florida 33515. No obligations, of course.

### CONFIDENTIAL NEGOTIATIONS

for purchase and sale of  
Daily **NEWSPAPERS** Weekly  
W. B. GRIMES & Co.  
National Press Building  
Washington, D.C. 20045  
(202) National 8-1133

IT'S NOT THE DOWN PAYMENT that buys the newspaper—it's the personality and ability of the buyer. This is why we insist on personal contact selling.

LEN FEIGNER AGENCY  
Box 189, Mount Pleasant, Mich. 48858

### KREHBIEL-BOLITHO

Newspaper Service, Inc.  
Newspaper Sales, Appraisals,  
Consultations

(We handle different properties, all types, from our two offices.)

MARION R. KREHBIEL, "Norton Office," P.O. Box 88, Norton, Kans. 67654. Office phone (913) 927-3407.

ROBERT N. BOLITHO, "Kansas City Office," P. O. Box 7133, Shawnee Mission, Kans. 66207. Office (913) 236-5280; Res. (913) 381-6815.

## ANNOUNCEMENTS

### NEWSPAPER BROKERS

Negotiations for sales purchasing, appraising of newspapers our business.

CLARENCE W. TABB & ASSOC.,  
6614 Rutgers Street  
Houston, Texas 77005  
Ph. (713) 664-9414

PRESERVE UTMOST SECURITY and avoid haggling in your newspaper sale. Newspaper Service Co., Inc., P.O. Dr. 12428, Panama City, Fla. 32401.

### JOSEPH A. SNYDER

Newspaper Broker  
Has Moved to  
404 N. Westwood Ave.,  
Lindsay, Cal. 93247  
(209) 562-2587  
(Day or Night)

### NEWSPAPERS FOR SALE

WEEKLY, Zone 2, with future; requires expert advertising salesperson; Can be leased. Box 102, Editor & Publisher.

TERRIFIC Southern California newspaper property, best climate, locale, growing area. Offset, grossing over \$110,000, should gross \$200,000. J. A. Snyder, Newspaper Broker, 404 N. Westwood Ave., Lindsay, Calif. 93247. (209) 562-2587.

WEEKLY SHOPPER, one of Western Pennsylvania's oldest. Net at least 12M. Leaving state. \$15,000 Firm! Box 103, Editor & Publisher.

\$100,000 GROSS, Southern California newspaper, offset, rural area, \$29,000 down accounts receivable included in price. J. A. Snyder, Newspaper Broker, 404 N. Westwood Ave., Lindsay, Calif. 93247.

### E&P Classifieds—

As effective in the newspaper community as your newspaper's classifieds are in your community!

## ANNOUNCEMENTS

### NEWSPAPERS FOR SALE

EXCELLENT OPPORTUNITY for sports minded editor or publisher in Miami, Florida, 3-year-old weekly that publishes 26 times per year—August thru June. Out-of-state publishers will sell for 1/2 1974 gross of \$80,000. This 16-page, 2-color tabloid has established subscriber list, repeat advertisers and audited newsstand reports. Financing available. For information write Gregg Keidel, P. O. Box 698, Hudson, Ohio 44236. Brokers inquiries welcome.

### FOR SERIOUS BUYERS, WE HAVE COMPELLING BUYS.

Extraordinary buying opportunities in all price ranges. Dailies, weeklies; magazines; farm; special and general interest. Throughout United States and Canada.

If you're interested, call now. Conway C. Craig, Box 28182, San Antonio 78228, (512) 434-4900, Or Don Malcolm, 1224 Tranquilla, Dallas 75218 (214) 324-4231.

### DOUBLE DAY MEDIA Brokers of Radio, TV, CATV, and Newspapers

SPECIALTY PUBLICATION, entertainment field, Zone 2. Complete setup and staff or masthead only. Low cash terms. Box 105, Editor & Publisher.

ZONE 3 WEEKLY with over 4,500 paid second class permit and new offset equipment grossing \$57M in first year and heading towards \$80M+ in second, for sale by undercapitalized young founder seeking new project. Paper has great daily potential in county with both commercial and residential growth. Paper has competition, but is larger of 2 papers and by far the most respected. Price \$55M cash or \$47M cash if new owner takes over. \$329 in monthly lease payment. No terms. Send full details for quick sale to Box 84, Editor & Publisher.

### A MONEY MAKER!

North Jersey Weekly  
\$125,000 Annual Gross,  
Box 128, Editor & Publisher.

BY OWNER, established Zone 4 weekly. \$40M gross, \$21M expenses. \$10M cash will handle. Brokers welcome. Box 10, Editor & Publisher.

3 NORTHEASTERN PENNSYLVANIA weeklies for immediate sale. Call B. E. McCarthy, (717) 675-5211.

SOUTHERN CALIFORNIA weekly, offset, \$20,000 down, can be built to a much larger paper. J. A. Snyder, Newspaper Broker, 404 N. Westwood Ave., Lindsay, Calif. 93247.

WILL SELL my growing Zone 5 suburban weekly to buyer with strong sales background. \$10,000 down payment. Write Box 113, Editor & Publisher. Tell me about yourself.

MONTANA WEEKLY, near Glacier Park, \$100,000 gross class, good solid economy, about \$24,000 required to handle, 15 years at 7% on balance. MONTANA COUNTY EXCLUSIVE WEEKLY, central part of state, excellent small plant and building, \$12,500 down.

WASHINGTON SUBURBAN, \$125,000 gross class, rapidly developing area, bi-weekly (1 paid—1 free), \$110,000.

JOHN N. JEPSON REALTY  
Box B  
Townsend, Mont. 59644  
(406) 266-4223

### NEWSPAPERS WANTED

WELL-FINANCED, would like to buy 3500-8000 paid weekly without competition. Write Box 4341, Editor & Publisher. Replies held confidential.

## ANNOUNCEMENTS

### NEWSPAPERS WANTED

EXPERIENCED NEWSPAPERMAN with cash to invest, seeks full or part interest in weekly or small daily. Must be offset. Areas 1, 2 or 3. Box 75, Editor & Publisher.

If you want TOP DOLLAR for your newspaper, contact The Newsmedia Company, newspaper management consultant and media brokers, James E. Hickey Jr., P. O. Box 12195, Northside Station, Atlanta, Ga. 30305.

WE HAVE QUALIFIED BUYERS for dailies and large weeklies. Information strictly confidential.

DIXIE NEWSPAPERS, INC.  
P. O. Box 490, Gadsden, Ala. 35902  
Ph. (205) 546-3356

WELL FINANCED publisher seeks daily, large weekly. Payment arranged to meet your requirements. No broker involved. Confidential replies to principal. Box 136, Editor & Publisher.

### EQUIPMENT & SUPPLIES

#### COMPOSING ROOM

COMPUSCAN 170 OPTICAL SCANNER. Very few hours operation. Excellent condition. Reasonably priced. For information contact Commercial Printing Inc., 1224 N. Atherton St., State College, Pa. (814) 238-3025.

MODEL 36 LINOTYPE, Serial No. 72639 with:  
Hydraquadder (Mergenthaler)  
Mohr Saw  
Micro therm pot  
6 pocket mold disc and molds  
Two—72 chan. and two—90 chan.  
Main magazines  
4 auxiliary magazines

12 Metro  
10 Metro  
36 Spartan Bold  
24 Spartan Bold  
36 Sq. Gothic  
24 Ultra Bodini  
48 Spartan Bold

Price: \$2000

For further information contact:  
William S. Miller, Jr.  
Commercial Printing Co.,  
P. O. Box 6469  
Pine Bluff, Arkansas 71601  
Phone (501) 534-3400

FOR SALE—3 Harris 1100 terminal video readers. Only 2 years old. Like new. Original cost \$20,000. These 3 only \$10,000 each. 2 Compugraphic highspeed 2961's. Only 2 years old. Perfect condition. \$5000 each. This equipment replaced by new electronic typesetting equipment. Also, Reprex Full page size proof press. \$1500. Call (813) 445-2011, Paul Harris, Clearwater (Florida) Sun.

COMPUGRAPHIC 2961, replaced by later machine. Good operating condition. \$3500. Also Heidelberg 10x15 Model T, \$3000. Mint condition, used little. Jimmy Williams, (901) 642-1162.

JUSTWRITERS — COMPUGRAPHIC All models. Service promoted by manufacturer. FHN Business Products, Church Rd., Mt. Laurel, N.J. 08057. (609) 235-7614.

### ENGRAVING

MASTER M-48 ETCHER, less than 2 years old. M-32 etcher, less than 3. Includes refrigeration units. NuArc 23x27 Xenom flip top. All excellent condition. As is, where is, (208) 522-1800, John McDermott, The Post-Register, Idaho Falls, Idaho 83401.

MAGNESIUM ENGRAVING PLATES, 15"x24", 16-gauge, 140 sheets, \$350. Muscatine Journal, Muscatine, Iowa 52761. (319) 263-2331.



## EQUIPMENT & SUPPLIES

### MAILROOM

SHERIDAN 48P Stuffing Machine, double operation with direct delivery. Excellent condition. Will operate for your inspection. Purchased 1967. Loyd Mitchell, Courier-Journal & Louisville Times, (502) 582-4581.

SAXMEYER TYING MACHINES—(two)—One S-1100, just completely rebuilt and in perfect condition, \$795. One SR-1A, oldie but goodie that just keeps running and running, \$195. We will pay freight on a package deal. Offers invited. Contact Roger Puzal, Circulation Manager, Press Publications, Elmhurst, Ill., (312) 834-0900.

### NEWSPRINT

100 TON 24 3/4" PEACH, 40" rolls, last year's price. Call (309) 786-6441. John Potter or R. L. Tygret. Will sell any amount.

ROLLS ALL SIZES—BEHRENS Pulp & Paper Corp., 1896 Westwood Blvd., Los Angeles, Cal. 90025. (213) 474-6525.

LETTERPRESS—30 lb. basis, 533 tons 56", 79 tons 58", 72 tons 42", 54 tons 28". Thomas J. Glancy, Suburban Publishers Press, 18220 Torrence Ave., Lansing, Ill. 60438. (312) 895-3700.

### PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.

Call or write:  
PORTAGE (216) 929-4455  
Box 5300, Akron, Ohio 44313

### PRESSES & MACHINERY

FOR SALE—Goss Suburban Press—6 Units, 2 folders. Can be used as two separate presses, 4 units and 2 units; both have 3/4 folders. Press is in excellent condition. Available approximately 90 days. Call Hal Trumbull, (206) 255-1777. Renton, Washington.

GOSS SUBURBAN 5 units, 1965.  
GOSS SIGNATURE, two 6-unit presses.

GOSS URBANITE 9 unit press.  
GOSS URBANITE add-on units.  
GOSS METRO 4 units, 1968.  
COTTRELL V-15 presses and units.  
COTTRELL V-22 6 units, 1969, RBI folder.  
FAIRCHILD COLOR KING 4 units, 1966.  
FAIRCHILD NEWS KING 2 units, 1965.

### IPEC, Inc.

401 N. Leavitt Street,  
Chicago, Illinois 60612  
Phone: (312) 738-1200

1 MODEL A and 1 Model K Duplex presses, 16 page tabloid, 8 page standard. Variable speed, 4" paper cutter, 1 extra blade. Good for small daily or weekly. Contact Mr. Arnold McAlpin, 4201 Massachusetts Ave., N.W., Washington, D.C. 20016, (202) 244-5027.

### NEWSPAPER SERVICES

#### PRESS ENGINEERING & INSTALLATIONS

PRESS INSTALLATIONS, rigging, engineering modifications, rebuilding and removal. Single width to 4 1/2 wide. Bramble Professional Press Engineering, 8512 Everett, Raytown, Mo. 64129 (816) 358-1943.

### REPRO PROOFS

HOT METAL REPRO PROOFS—Fast Service, Good Quality, Reasonable Prices. (212) 633-7236.

EDITOR & PUBLISHER

# Help Wanted...

### ACADEMIC

NEWSPERSON with substantial experience in reporting, editing, and newsroom operations. Qualified to teach reporting and editing, and possess enough knowledge of graphics, photojournalism, and production to enable him/her to coordinate instruction in new curriculum grounded in the new technology. Fall 1975.

Also, newspaper or teacher experienced in some combination of desk work, rewrite, general assignment reporting, public affairs reporting or editorial writing. Fall 1975 and 1976.

Also, newspaper or teacher with experience in reporting and editing, as well as in graphics, photojournalism, and visuals in general. Newspaper OR magazine background acceptable. Fall 1976.

The University of Illinois is an Affirmative Action/Equal Opportunity Employer. Apply to: Jay Jensen, Head, Department of Journalism, 119 Gregory Hall, Urbana, Illinois 61801.

ASSISTANT OR ASSOCIATE professor beginning September 1, 1975 (anticipated). Graduate and undergraduate teaching, including research methodology. History, reporting and graphics helpful. PhD or near PhD and significant professional mass media experience required. Salary and rank appropriate to qualifications. Write Associate Professor Bob G. Rogers, chairman, Search Committee, Journalism Department, Texas A&M University, College Station, Texas 77843. Texas A&M is an Affirmative Action/Equal Opportunity Employer.

APPLICANT SOUGHT for two positions: Journalism Education and Public Relations/Advertising. Prefer PhD, with Media experience, but will consider persons with demonstrated intent to complete terminal degree. Desire society affiliations as SPJ-SDX or PRSA. Send resume to Dr. David Eshelman, Head, Department of Mass Communication, Central Missouri State University, Warrensburg, Mo. 64093. CMSU is an Equal Opportunity/Affirmative Action Employer.

### JOURNALISM HEAD

Opportunity open to head progressive, career-oriented Journalism Department offering BS program. Must have significant working experience in some areas of department: concentration: news-editorial, agriculture, broadcast, photojournalism, advertising-public relations. Masters degree required. Doctorate desirable. Experience in college teaching and administration. Appointment effective September 1, 1975. Rank and salary open with range of \$16,728-\$23,532 for academic year. Women and members of minority groups encouraged to apply. Send applications by March 15, 1975 to Dr. Jon Ericson (Attention: Journalism Search Committee), Dean, School of Communication Arts and Humanities, California Polytechnic State University, San Luis Obispo, California 93407.

DRAKE UNIVERSITY is seeking a successful administrator, with sound media and teaching experience (appropriate PhD preferred), to lead Journalism School which consists of 8 sequences, 9 fulltime faculty, 450 majors. Send resume to Prof. William Francois, Chairman, Search Committee, Drake University, Des Moines, Iowa 50314. An Equal Opportunity/Affirmative Action Employer.

JOURNALISM. Wanted: Professor for chair in journalism, MA required, PhD preferred, but must have distinguished background in print media. Salary competitive, plus chair supplement. Possible instruction areas include communications law, various newspaper and magazine writing courses. Effective September 1, 1975. An Equal Opportunity Employer. Send resume to Dr. Henry T. Price, Chairman, News-Editorial Sequence, College of Journalism, University of S. C., Columbia, S.C. 29208. Telephone (803) 777-5166.

## HELP WANTED

### ADMINISTRATIVE

MANAGER, for group of quality weeklies near tremendous Chicago growth area, with \$28,000 cash and interest in buying half. Box 144, Editor & Publisher.

### ASSISTANT CONTROLLER

Are you stuck in a job that lacks dynamic growth and a great future for you? Don't let the recession keep you down! We have a spot for an assistant controller on the largest newspaper in the largest city of the largest state—Alaska—a place that is vibrating with growth and ability to make it a fascinating place to live as well as work and play. Airmail replies to R. B. Atwood, The Anchorage Times, Box 40, Anchorage, Alaska 99510.

ATTENTION JOURNALIST: Send your resume to us. We can help locate a career opportunity for you. Mail to CAREER PLACEMENT CENTER, P. O. Box 230, Bay St. Louis, Miss. 39520.

GROUP-OWNED small Southeastern newspaper needs general manager—advertising oriented. Excellent opportunity for growth. Near heart of America's vacationland. Full resume, complete details first letter. Box 115, Editor & Publisher.

### EMPLOYEE RELATIONS MANAGER

... To \$25K ...

Major Zone 2 newspaper seeks a generalist with expertise in salary administration, benefits and policies to assist a busy Director. Send resume including salary history to:

Box 123, Editor & Publisher  
An Equal Opportunity Employer, M/F

MANAGER WANTED for strong South Dakota weekly newspaper in \$150M class. Must have newspaper business experience. Ownership opportunity. Box 133, Editor & Publisher.

MANAGER with strong advertising background for chain of 5 weeklies on growing edge of Chicagoland. Percent of profits. Excellent opportunity. Box 148, Editor & Publisher.

### CIRCULATION

CIRCULATION MANAGER for 7,000 North Dakota offset daily. Must be sales and promotion oriented. Send resume and salary requirements. Complete knowledge of all phases of circulation required. Box 74, Editor & Publisher.

THE WATERTOWN DAILY TIMES needs a Circulation Manager. We're a 6-day evening paper with 40,000 circulation. All candidates considered, but we prefer a younger person. Experience with motor routes is essential. Our employees think this is a good place to work and a great place to live. We offer a big challenge, plenty of work, good salary and outstanding benefits. We're building a dynamic team. If you want to be part of it, send full resume. If we're impressed, we'll pay your expenses to visit us. Address James W. Higgins, General Manager, Watertown Daily Times, Watertown, N.Y. 13601.

PUBLISHER of a group of weeklies in Zone 5 area has a challenging rewarding position for an experienced circulation director. Person selected must be ambitious, be professional in every way and have full knowledge of carrier, motor routes and mail systems. We offer you the best working conditions, good salary, all company benefits and security. Write in strictest confidence. Send complete resume including salary requirements and your earliest availability for interview, to Box 114, Editor & Publisher.

AGGRESSIVE sales and service take-charge person for complete charge home delivery department on 6-day morning. Field operator experience essential. No office man needed for this job. BUT your future is excellent if you can produce. Send complete resume of what you have done and salary requirements to Box 42, Editor & Publisher.

## HELP WANTED

### DATA PROCESSING

### SYSTEMS ANALYSIS SUPERVISOR

Northern California

McClatchy Newspapers, a multi-plant group of newspapers with radio and TV stations, has opening for person with minimum of 2 years COBOL programming experience. Must have design systems with third generation equipment. Newspaper business and production experience helpful. Good salary plus liberal vacation, medical and retirement benefits. All replies handled in strict confidence. Send detailed resume, including availability for personal interview, to Personnel Dept., McClatchy Newspapers, 21st and Q, Sacramento, Calif. 95813. An Equal Opportunity Employer.

### DISPLAY ADVERTISING

DISPLAY ADVERTISING salesman/manager for small daily paper in the center of West Virginia Mountain-aire Vacationland. Opportunity for self starting promoter. Send resume and salary requirements to G. D. "Tony" Hylton, Publisher, Hinton Daily News, Hinton, W. Va. 25951.

FOR WEEKLY in metro area; some experience essential; write Box 764, Schenectady, New York 12307.

ADVERTISING ARTIST: Excellent opportunity for experienced person capable of doing art, copy, layout and graphic marketing presentations. Must be able to communicate with people. Salary \$13,500 to \$16,000. Excellent benefits. Southern New England area. Please send resume to Box 120, Editor & Publisher. An Equal Opportunity Employer.

### PROFESSIONAL NEWSPAPER ADVERTISING SALES PEOPLE WANTED BY CENTRAL ARIZONA NEWSPAPER GROUP!

Due to recent growth we are looking for several good newspaper advertising people. If you have the desire to achieve and good sales and layout ability we would like to consider your application for one of these positions.

We are the publishers of a daily and four weeklies from a single modern offset plant. We offer a good salary plus a liberal bonus and good company benefits. The living is great in sunny Central Arizona!

If interested submit your resume to Paul Whitworth, Advertising Director, Casa Grande Valley Newspapers Inc., P. O. Box 639, Casa Grande, Ariz. 85222.

ADVERTISING SALES MANAGER. We are looking for someone with successful shopper experience. Should be an excellent salesman and promoter and have the necessary ideas and management experience to build the lineage and frequency of this publication. Located in the Midwest, this is an excellent opportunity for the right person. Salary—\$20,000. Send resume to Box 118, Editor & Publisher.

ADVERTISING SALESMAN for 29,000 circulation daily. Aggressive, creative producer with at least 3 years sales experience. Must type, understand layout, etc. Send resume and salary requirements to Advertising Manager, The Post-Star, Glens Falls, N.Y. 12801.

ADVERTISING SALES: Excellent newspaper advertising sales opportunity for experienced, aggressive, self-motivating sales person in one of southern New England's prime markets. Salary \$13,000 to \$16,000 with excellent benefits. Please send resume to Box 116, Editor & Publisher. An Equal Opportunity Employer.

RETAIL SALESPERSON to represent major U.S. newspapers, working out of New York City with nationally known representative firm. Excellent salary, bonus and benefits. Resume and salary requirements requested. Box 61, Editor & Publisher.

for January 25, 1975

## HELP WANTED EDITORIAL

COMPANY OF THE CROSS, Episcopal religious order, is recruiting new members, men or women, married or single, for desk/rewrite staff of its new western Canadian general weekly news magazines. Company members receive as pay all living essentials plus a small cash allowance. Experience essential. Write: The Minister, Company of the Cross, 11224 142 St., Edmonton, Alberta, Canada.

REPORTER with at least 4 years daily experience for general assignments on central Virginia PM. Good pay and pleasant working conditions in new plant with latest in computerized cold type equipment. Box 47, Editor & Publisher.

EDITOR: Established weekly Zone 2 seeks experienced editor-reporter, capable of doing it all. Will consider new J-grad that can show more than just a degree. Send resume and salary to Box 100, Editor & Publisher.

GROWING PROGRESSIVE 8500 offset 5-day daily needs managing editor with knowledge of all newsroom duties who takes pride in accomplishment. Ideal opportunity for community-minded person strong on local news. All replies confidential. Send resume, clips and salary requirements to William Burfeindt, Woodstock Daily Sentinel, 109 S. Jefferson St., Woodstock, Ill. 60098.

START YOUR OWN PUBLICATION? Established publishing company wants ideas for new newsletters. We've got \$, experience if you've got good ideas. Write Observer Publishing Co., 2420 Wilson Blvd., Arlington, Va. 22201.

EDITORIAL WRITER for large, politically independent and progressive Midwestern daily with aggressive, timely editorial page. Need forceful, clear writing. Applicants should have newspaper experience, and preferably but not necessarily, editorial page experience, or a minimum of two years post graduate work or academic/professional experience in national and/or foreign affairs. Base salary \$18,000 range. Send complete resume including salary history and samples of best writing efforts to Box 110, Editor & Publisher.

WRITING BUSINESS EDITOR with business reporting and management experience to direct editorial of widely accepted, rapidly growing local business weekly serving large metropolitan area in Zone 2. Unusual career opportunity for individual who can make general business writing live. Send resume, clips and compensation requirement to Box 4056, Editor & Publisher.

## HELP WANTED EDITORIAL

HUSBAND/WIFE TEAM with energy, ideas, ability in news, advertising, business sense, willing to help launch new weekly in Mountain West. Welcome fresh ideas. Have press, newsprint, capital, offering publishing experience to help as needed. Need two couples. Co-publisher role. Profit share, stock incentives. A good opportunity. Write Box 98, Editor & Publisher.

## FINANCIAL WRITER

The Pittsburgh headquarters of a multi-national corporation requires a "pro" to become part of its newly formed Financial Department . . . in a creatively, stimulating environment. You must have in-depth experience in writing interim and annual reports and have worked with the entire scope of the investment community. A financial writer for a magazine or newspaper would be ideal, but not essential.

### SALARY TO \$28,000

Rush confidential resume and salary history to our exclusive personnel consultant:  
**THE CANTOR CONCERN, INC.**  
39 West 55th Street  
New York, New York 10019

COPY EDITOR, with proven talent for layout and news judgment, for afternoon daily Zone 2. Must be capable of filling slot, Page 1 makeup. Exceptional opportunity for right person. Send resume, salary requirements to Box 71, Editor & Publisher.

ASSISTANT PUBLISHER WANTED, new division established corporation. Multiple new publications need take-charge assistant publisher to take principle responsibility. Requires ability in hiring-firing. Long term position, D.C. area. Good salary and benefits. Position could develop greatly with success. If you are conservative, believe strongly in America and the free enterprise system, want to accomplish something, are good at detail and at coordinating multiple projects, write to Box 56, Editor & Publisher.

## HELP WANTED EDITORIAL

WE'RE LOOKING for an experienced reporter who can handle a wide range of assignments which require top-quality writing and an interest in investigative reporting. A conviction that newspapers need not be dull and a concern for the quality of our readers' daily lives would also be welcome. Please send a resume and a limited number of examples of your best writing to our personnel director.

### DETROIT FREE PRESS

321 W. Lafayette Blvd.,  
Detroit, Michigan 48231  
An Equal Opportunity Employer.

## FREELANCE

FREELANCE CORRESPONDENTS needed in many countries. For information write Editor, National Catholic News Service, 1312 Massachusetts Ave. N.W., Washington, D.C. 20005.

## MARKETING—RESEARCH

## MARKET RESEARCH NEWSDAY

One of the nation's fastest growing newspapers has an opportunity for a researcher who can handle projects from inception to written reports—one who can make immediate contributions via research techniques, statistical analysis and promotional ideas. Respond by sending your resume and current or last salary to:

Box 8383  
NEWSDAY

Garden City, N.Y. 11530

No visits or calls, please.

An Equal Opportunity Employer, M/F

## PRODUCTION

IMMEDIATE OPENING FOR PRODUCTION MANAGER for 7,000 North Dakota offset daily. Individual to maintain Compugraphic Equipment. Must be able to supervise, schedule and assist with page make-up when necessary.

Write or Call  
Dickinson Press  
Dickinson, N. Dakota 58601  
Phone (701) 225-8111

PRODUCTION MANAGER, 15,500 circulation Northwest newspaper has a career position open for an offset newspaper production manager. Individual selected should have knowledge of offset production equipment, ability to set up work flow and schedule production and must be capable of continuing and improving high standards of quality. Our production manager must be able to provide solid leadership, manage complete composing and press operations, which includes some commercial printing, and keep costs to a minimum without sacrifice to quality. We offer excellent salary, incentives and fringe benefits. An Equal Opportunity Employer. If you believe your experience is in line with the position open, and feel you are capable of effectively managing our composing and press operations, send resume to William Briggs, Personnel Dept., Walla Walla Union-Bulletin, P. O. Box 1358, Walla Walla, Washington 99362.

## SALES

SALESWOMAN/MAN—National leader in service business in West Essex County, N.J., seeks mature person for career in marketing our service to corporations, universities, public relations firms. Position requires aggressive individual with ability for telephone and written communication. No experience required, but background in journalism or public relations and college education would be advantageous. Reply to P. O. Box 331, Florham Park, N.J. 07932.

# Positions Wanted...

## ADMINISTRATIVE

GENERAL MANAGER of \$1 million weekly group. Worked way up thru advertising, 14-plus years sales and management experience on daily (20M and Metro) and weekly at 93. Will consider all but prefer Sales Management or General Management. (excluding news) on larger operation. Box 78, Editor & Publisher.

GENERAL MANAGER-AD DIRECTOR—Metropolitan and medium size market competitive experience for 20 years. Budget, goal, results and team oriented. Good track record with strong administrative, sales, marketing and community relations background. Conveys quality in work and personal image. Seek to relocate in General Manager spot on medium daily or as Ad Director with metro daily. Age 43. All replies will be confidential. Box 106, Editor & Publisher.

GENERAL MANAGER-AD DIRECTOR with over 25 years experience in all phases of business management and advertising. Newspaper, Radio, TV and direct mail copy and production. Excellent track record and references. Now running own one-man agency. Zone 3, 4, 5 or 6. Box 82, Editor & Publisher.

BUSINESS/OPERATIONS MANAGER—Several years in prestigious publishing houses. Accounting, EDP, systems, warehousing and distribution expertise. Seek challenge with publisher needing managerial skills. Box 143, Editor & Publisher.

MBA, 29. As business manager instrumental in establishing 15,000 weekly paper. Desire to relocate in Zone 4, North Carolina or Tennessee in general management position. Box 127, Editor & Publisher.

SHIRTSLEEVE ACCOUNTANT—All financial cost and statistical statements, 25 years experience. Resume on request. Box 129, Editor & Publisher.

GENERAL MANAGER of small daily seeks to move to larger paper or chance to grow with group. Ready for new challenge. Family man, 39, not a drifter. Experienced in all phases. Quality-minded, profit and cost-conscious. Box 117, Editor & Publisher.

FORMER EDITOR-PUBLISHER, owner weekly-job shop, seeks general manager or production manager slot or will consider any opening daily, large weekly or group. Possibly invest. Proficient front and back. 25 years newspaper-job shop. Offset conversion experience. Available immediately. Reasonable. Box 124, Editor & Publisher.

## CIRCULATION

CIRCULATOR—Experienced. College degree. Field oriented. Box 126, Editor & Publisher.

EXPERIENCED CIRCULATION MANAGER prefers Zone 5. Strong on promotion, service, and administration. Proven record with excellent references. Family man. Box 72, Editor & Publisher.

CIRCULATION MANAGER of a very large Canadian weekly prefers to get back into the daily field. 20 years experience. Strong on sales promotion, district manager training and carrier leadership. Box 67, Editor & Publisher.

## To answer box number ads in EDITOR & PUBLISHER

Address your reply to the box number given in the ad, c/o Editor & Publisher, 850 Third Avenue, New York, N.Y. 10022. Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manila envelope.

# WRITER

We are a major New York City financial institution with a career opportunity for a versatile, conscientious writer and editor. Responsibilities include preparation of various publications, as well as planning, promoting and implementing public relations programs.

This highly visible position requires a minimum of 2 years general editorial experience with a business publication. A degree in Finance or Economics, although desired, is not a must.

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**EMPLOYED** circulation manager seeking incentive and future. Age 40. Successful experience in all phases of circulation; metro and small papers. Very successful in converting weeklies to dailies. Excellent results, excellent references. Box 87, Editor & Publisher.

**PROMOTION MINDED** Circulation Manager. Good organizer and cost saver. 15 years experience. Available Zones 3, 4, 5, 6. Box 104, Editor & Publisher.

## CLASSIFIED ADVERTISING

**CLASSIFIED MANAGER**, 18 years experience sales, promotion, training. Box 142, Editor & Publisher.

## DISPLAY ADVERTISING

**AD MANAGER** experienced in sales training, market research and major account/contract advertiser development seeks growth opportunity with daily or weekly group. Large metro, small daily and weekly background. College grad, 33. Box 119, Editor & Publisher.

**18 YEARS** display experience—Proven lineage builder. Management background, staff motivation, promotion minded, good organizer. Family man wants to relocate. Box 125, Editor & Publisher.

**AD DIRECTOR** for 8000 daily seeks ad management or major account sales position with larger, more progressive daily in growth market. Will consider weekly with right opportunity. Phone (515) 673-5177.

**MONTANA NEWSPAPERS**—Display Account executive on large Eastern capital city daily and Sunday newspapers seeks Advertising Manager position. Resume; character, work references. Box 112, Editor & Publisher.

**AMBITIOUS**—top producer—ad management—sales—layout—7 years experience. Wish to relocate in Area 8 or 9. Contact Richard Benson, 730 Monticello, Racine, Wis. 53402. (414) 639-9014.

**AD MANAGER-SALESMAN** with an excellent record as a producer and department manager. Will show staff how to increase sales. Good in selling, servicing, copy, layout, promotions. College graduate. Box 137, Editor & Publisher.

## EDITORIAL

**SPORTSWRITER**—Talented, aggressive April communications grad seeks daily experience. Will relocate. 3 summers on daily sports desks. Currently editor of college bi-weekly. Some freelance work. Can handle pee-wees to pros. Very strong on features. Resume and clips available. Box 81, Editor & Publisher.

**EXPERIENCED REPORTER-EDITOR**, 26, BA, with 3½ years on award-winning Air Force base newspaper, including 10 months as editor. Write with flair, sound in fundamentals. Seek position as reporter in any Zone. Box 36, Editor & Publisher.

**NEWS EDITOR**, 5 years experience all aspects of newsroom, seeks opportunity in Zones 4, 8 or 9. Box 40, Editor & Publisher.

**BEIRUT-BASED** reporter/editor with 2½ years area experience will cover Mideast for U.S. daily, any Zone. Box 147, Editor & Publisher.

**ENERGETIC**, hard-working Journalism graduate with about 2 years reporting experience seeks challenging position in Washington, D.C. area which will utilize initiative, skills and potential. Box 146, Editor & Publisher.

**COPY EDITOR-REPORTER**—Journalism degree, 6 years on 30,000 daily. Prefer Boston or Toronto; know both. Box 145, Editor & Publisher.

## EDITORIAL

**AWARD-WINNING** sports editor/columnist of Southern California daily READY for new challenge. 4 years experience in all phases of offset newspaper production and photography. College graduate, published novelist, with Sigma Delta Chi news and sports-writing awards. Will consider ANY offer. Box 107, Editor & Publisher.

**WRITER/EDITOR/PR**: 12 years in corporate communications, public relations, trade magazine, newspaper. Also skilled in photography, layout, design. Poised, articulate, New York City or Houston. Box 38, Editor & Publisher.

**BRIGHT COPY**: Energetic feature, arts writer with wide-ranging experience on 35,000 circulation daily and Sunday. '72 Journalism BA and internship on national magazine. Expert at profiles, but can handle hard news. All Zones. Box 39, Editor & Publisher.

**TURF WRITER** seeks position any Zone. Know horse racing inside out. Daryl Farnsworth, 808 E. Stockton Dr., San Diego, Calif. 92103 or call (714) 291-7166.

**NEED SOMEONE** who can do bright layout, write crisp heads, do pasteup and cover all phases of newsroom? 5 years experience, any Zone. Box 44, Editor & Publisher.

## GIVE ME A BREAK

**Dedicated reporter**, 28, BA Political Science, 7 months intensive experience with a London news service court reporting for England's top papers, wants to continue career in own country. Seeking beat or general assignment spot on daily or top-notch weekly any Zone. Entry level considered. Now in West. Reference available. Box 49, Editor & Publisher.

**COPY EDITOR**, 25, wire-city desk experience on two 70,000 dailies, desires change. Add media considered. Any Zone. Box 76, Editor & Publisher.

**TOKYO-BASED** foreign correspondent, 6 years print/electronic media; wish new assignment. Write CPO Box 1061, Tokyo, 100 Japan.

**AWARD-WINNING WRITER** seeks job in Chicago. 4½ years experience on medium and big dailies, MS Journalism. Box 89, Editor & Publisher.

**WRITER-PHOTOGRAPHER**, 28, single, presently bureau chief with 45,000 PM daily, MS J-School, 3 years experience. Seek change of scene. Box 17, Editor & Publisher.

**HELP!** My wife is sick of seeing me around the house. **THE ECONOMY GOT ME.** Won't someone hire a hard-working reporter/deskman/sportswriter, 25, married, no kids, BA, with experience on weekly and daily papers. Will relocate any Zone. Box 86, Editor & Publisher.

**SPORTS EDITOR/WRITER** seeks position in Pennsylvania. Daily or weekly. Experienced. Box 4092, Editor & Publisher.

**EDITOR/WRITER** offers skills honed by long trade magazine experience and enthusiasm for print. Expert with technical material but can handle all subjects and all editing tasks from planning to layout. Prefer East Coast. Box 90, Editor & Publisher.

**I'VE RUN** staff of 50. Seek top editorial spot, medium, small daily. Civic-minded, enterprising. Box 65, Editor & Publisher.

**AMBITIOUS, HARD-WORKING** recent BJ graduate. Practical experience in general assignment and feature writing as well as editorial work. Seek reporting job with aggressive daily. Any Zone. Clippings available. Box 103, Editor & Publisher.

**OLD-SCHOOL REPORTER-PHOTOGRAPHER**, (snoopy, aggressive), seeks dt to daily, any Area. Dave Slocum, 2303 Kaydel Rd., Whittier, Calif. (213) 695-4120.

## EDITORIAL

**EDITOR**, 41, experience top metro and community dailies seeks editorship of small, medium paper in Zones 6, 7, 8, 9. Award winner, conscientious, competent, Box 73, Editor & Publisher.

**QUALITY MEDICAL WRITER** with metro paper experience, also strong on general features, seeks position. Box 64, Editor & Publisher.

## LET'S PUT IT ON THE LINE

There are several of us who through no fault of our own are on a paper that is dying in spirit if not financially. We don't want good hunting or fishing or a recreation area nearby. We want a living wage for busting our butts to put out a product we can be proud of. In newspapering as in most things you get what you pay for. We've got experienced city and news editors, slimen, copy editors, reporters and photographers ready to go to work. If interested write Box 91, Editor & Publisher.

**REPORTER**, 2½ years experience, J-degree, good writer, versatile, Zones 5, 1 and 2. Box 67, Editor & Publisher.

**YOUNG AGGRESSIVE REPORTER**, 24, seeks job on medium-large daily any location; BA, 1½ years experience, references. Box 109, Editor & Publisher.

**CUB REPORTER**, age 22, Experience on award-winning campus newspaper as managing editor—formerly news editor and reporter—seek general assignment reporting position on small to medium daily in Zones 4, 6, 8, 9. Excellent clippings, references. Knowledge typography, black and white photography. Box 140, Editor & Publisher.

**YOUNG, EXPERIENCED EDITOR**, 25, seeks spot on good medium daily. 3 years editor of good large-circulation suburban weekly chain. Experienced all phases of news operation, staff management. Good photographer. Looking for wire, city editor slot, any Area. Box 135, Editor & Publisher.

**TALENTED** editorial writer-columnist on metro daily. J-degree, 9 years experience. Seek position with progressive newspaper, Zones 7, 8, 9. Box 130, Editor & Publisher.

**AWARD-WINNING WRITER AND EDITOR**—Woman with 18 years experience in reporting, editing, layout and staff supervision—looking for more challenging job. Present salary \$17,200. Box 132, Editor & Publisher.

**YOUNG, VERSATILE** pro, 23, seeks position in medium or large city. 2 years, 3 months experience on medium size daily with work as general assignment reporter and deskman. Strong on feature writing, layout and editing. Box 134, Editor & Publisher.

## EDITORIAL

**DEPENDABLE**, creative sports writer, 27, eight years experience; seek sports editorship or responsible slot on 10-50,000 PM, any Zone. Enjoy community involvement; strong on organization, tight yet lively human interest writing, extensive editing, layout experience. Complete resume on request. Box 139, Editor & Publisher.

**REPORTER - PHOTOGRAPHER-EDITOR**, 30, 8 years experience, references, J-School BA, MS. Seek newspaper job any Zone. Box 138, Editor & Publisher.

**AGGRESSIVE**, verstaile March '75 Medill grad seeks reporting position with mid-size daily, any Zone. Newspaper, trade magazine, photo experience. References, clips available. Box 141, Editor & Publisher.

## FREELANCE

**WRITING AND EDITING** assignments accepted. New York-Westchester area. Naomi Matusow, 12 Upland Lane, Armonk, N.Y. 10504, (914) 273-3562.

**WILDLIFE PHOTOG-WRITER TEAM** seeking continuing assignments with established publications. Domestic or foreign. Box 88, Editor & Publisher.

## LIBRARIANS

**LIBRARIAN**, MLS degree. Heavy experience developing and managing morgues and company libraries. Knowledgeable microfilm techniques. Zones 1 and 2. Box 111, Editor & Publisher.

## PHOTOGRAPHY

**HARD-WORKING PHOTOGRAPHER**, 25, with 3 years experience as reporter-photographer on weekly seeks position with photo-oriented daily. Currently employed. Box 131, Editor & Publisher.

**PHOTOGRAPHER** with 7 years newspaper experience, now with large Southeastern daily, desires position with photo-oriented newspaper anywhere. Portfolio and resume on request. Box 122, Editor & Publisher.

## PRODUCTION

**PRODUCTION MANAGEMENT**—In-depth experience in hot type, cold type in letterpress, offset and letterflex operations. Box 97, Editor & Publisher.

**FORMER CUTLER-HAMMER** field serviceman seeks position in production or maintenance, or combination. Not afraid of work or responsibility. Short term mailroom installations including stackers, startups considered. C. Story, 6217 N. 7th Ave., Phoenix, Ariz. 85013. Ph: (602) 277-4611. Thank you!

## E&P Employment Zone Chart

Use zone number to indicate location without specific identification





# Shop Talk at Thirty By Robert U. Brown

## Philippines "freedom"

The Philippines, which once boasted of having a completely free press and observance of civil liberties, has suffered a complete about-face under the dictatorial regime of President Marcos. Freedom of the press has disappeared and once-free newspapers have been confiscated or closed.

The most celebrated case is that of Eugenio Lopez, Jr. and Sergio Osmona who were imprisoned two years ago for allegedly being involved in a plot to assassinate the president. They were never formally charged and only because of a hunger strike started last October has their case become prominent.

The press and information officer of the Philippine Consulate in New York stated last Christmas that Lopez and Osmona were among 1,076 political detainees released at that time by the government "under the president's policy of national reconciliation, solidarity and brotherhood announced last Dec. 11, 1974."

The fact of the matter is that the two men have not been released, are under heavy military guard in a military hospital, and as yet have not been charged with any crime.

It is perhaps not well known that the Lopez family, once wealthy, gave up their properties in the Philippines for the safety and release of members of the family. Eugenio Lopez, Sr., now living in San Francisco gave this brief version in an interview recently with the *Philippines News*, published in that city:

"When President Marcos declared Martial Law in September 1972, all of our family's major business enterprises were either taken over or ordered closed by the Philippine government.

"The Manila Electric Company, (MECO) which supplies electricity to Manila and suburban areas continued to operate under the 'supervision' of appointed military personnel. The ABS-CBN corporation, the largest broadcasting company in the Philippines owning and operating 6 television stations and 21 radio stations was ordered to close all of its facilities. The *Manila Chronicle* daily newspaper, one of the most widely read newspapers in the country, was also ordered closed.

"The total assets of these three companies are in the hundreds of millions of dollars.

"In the course of the past two years, all these corporations have fallen into the hands of private individuals, individuals who are known to be close associates of Mr. and Mrs. Marcos and who have been branded by more knowledgeable persons as their 'front men', that is to say, individuals who are holding in their names properties on behalf of the Marcos family.

"Most of the uninformed public assumed that 'the wealthy Lopez family sold their multimillion dollar business enterprises to the Philippine Government in order to liquidate their assets and get their cash out of the Philippines.' This impression was strengthened by the publicity given

by the Philippine government to the 'sale' of the Manila Electric Company.

"It is time now for the public to learn the truth. The Lopez family's properties were not sold to the Philippine government; in fact they have not been sold to anyone. Our properties were given to the Marcos family through its 'front men' in exchange for the release of my son and for the safety of our family. Some of our properties are now owned and/or operated by the 'front men' through some 'artificial agreements' and some of them have been taken over without any type of agreement, legal or illegal."

The Lopez family has maintained its silence for two years in exchange for the life and freedom of Lopez, Jr., and the safety of other members of the family, according to Lopez, Sr. He has just recently started to speak out and tell the family's side of the dispute.

He believes that only "pressure from the free world" can bring justice back to the Philippines, and we have to agree.

## N.Y. Times publishes Wednesday food section

The *New York Times* introduced a "Best Food Day" section on January 22. The section will be part of the Times' Family/Style pages every Wednesday.

The January 22 section ran 6-pages with supermarket ads from five N.Y. stores—Waldbaum's, D'Agostino, A&P, Key Food, and Sloan's. Accompanying the ads were recipe tips, advice on how families can stretch their food dollar and a "Consumer Notes" column.

Joan Whitman will edit the section, which according to William Tate, advertising manager, will give advertisers a special target audience in the 29-county New York market, largest food market in the nation. The section will be dropped in editions going outside the New York metropolitan area.

## 'Fast buck' operators of black press rapped

The independence of the Black Press is threatened by wealthy whites who are "buying out black-owned newspapers and franchising them like McDonald's hamburgers," a White House aide contends.

Stanley Scott, a former Atlanta newsman and the highest ranking Black on President Ford's staff, said "fast buck" operators are buying out black-owned newspapers at an alarming rate.

He said of the 500 black-oriented newspapers in the country, "only about 30 or 35 of them are still black-owned."

"I believe in integration but I think we should maintain and save some of our old institutions too," Scott told a seminar on Mass Communications Friday (January 18).

He said the Black-owned press should survive because the "majority White press" does not adequately cover all aspects of life in the Black community.

The nation's Black publishers will meet with President Ford next Thursday (January 23) for a briefing on world problems, Scott said. At that meeting, he said he would chide the publishers for not having a regular correspondent in the nation's capital.

"Unless you really cover Washington, you're missing out," he said. "There is no one there now to interpret and discuss Washington through the minority media."

## Jergens to introduce new soap bar in papers

A soap bar, "Nature Scents", will be introduced by Andrew Jergens Co. in February with a five-month ad campaign in 100 newspapers and 90 markets. The ad campaign will be launched in most major markets with one color, 1,000-line ads during the week of February 17. These will be followed by ads ranging in size from 600 to 75 lines each. When 75-line ads are used, three will appear on the same day, all close to each other. All ads will run on "best food days."

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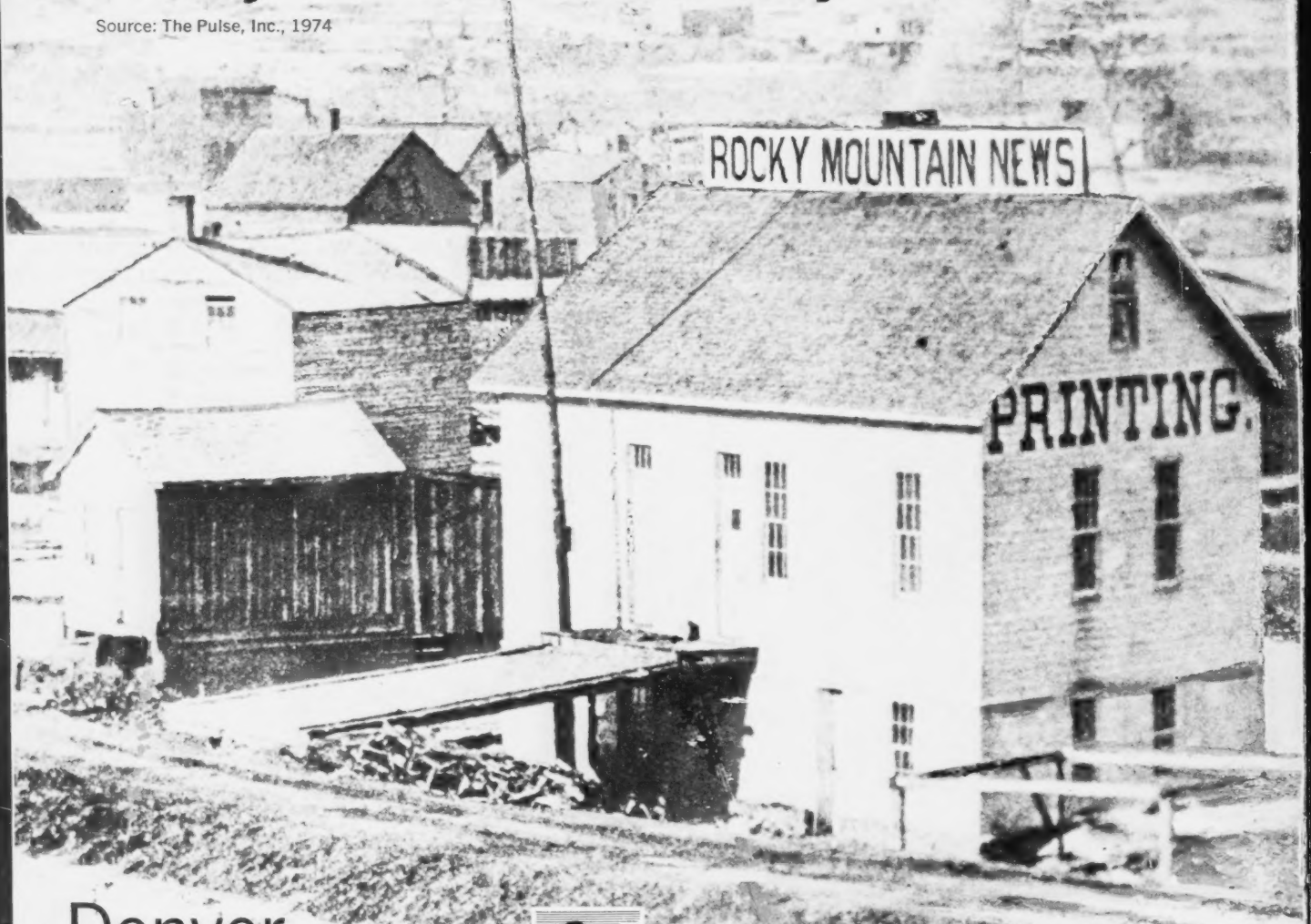
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**The One to Remember in Denver now has more reasons than ever for remembering Denver**

The new Pulse survey of the 7-county Denver-Boulder S.M.S.A. reports that the new leader among weekday "read yesterday" adult readers is the Rocky Mountain News by 27,300

Source: The Pulse, Inc., 1974



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